

GULF STATES UTILITIES COMPANY

Plain Talk

AUGUST, 1954

The foundation of every state
is the education of its youth.

— Diogenes





CHARTING THE LOAD AS THE MERCURY RISES

Viewing graphs that depict our area's load characteristics are A. E. Beattie, engineering manager; W. W. Eckles, electrical engineer, and R. W. Sherwood, superintendent of planning.

The Gulf States service area lies in a part of the United States which is unique for many reasons — one of them being that it is the only region (the Federal Power Commission's Region 5) where electric loads are higher in the summer. Elsewhere, winter is the peak season. As a result, when the mercury rises at Navasota, Beaumont, Port Arthur, Lake Charles, Baton Rouge and points in between, GSU shifts into overdrive. It's not a hit-or-miss proposition, either. Years of experience and observation have produced figures that indicate the Company will have to supply residential and commercial customers about 6,000 additional kilowatts for every degree the mercury advances past the 80-degree mark on the thermometer. A wealth of other information about seasonal and daily peaks enables generating plants to meet them as they come, so that Gulf States doesn't get caught short.

'Essential to Our Country's Welfare'

TAXES of one kind or another absorb approximately 23 cents of every dollar of operating revenue our Company receives.

This money helps to provide the many governmental services at local, state and national levels.

The value of some of these services may be rightly questioned. But there is virtually unanimous agreement that the investment of our tax dollars in our public school system and education of our youth is essential to our country's welfare and is one of the soundest, wisest investments made with these monies.



President

Plain Talks

*A magazine for employees of
Gulf States Utilities Company*

Beaumont, Texas

August, 1954

Vol. 32, No. 7

IN THIS ISSUE

School Bells Are Ringing	2
A Gulf Stater's Day	6
Miniatures Help Speed up the Job	9
Heat Pump, Modern Lighting Stand Out	11
Sales Campaign Smashes Records	12-13
Commercial Cooking Sales Are Soaring	16

The Tried and Proven Way

The public always benefits most, and pays less, when American business ingenuity and inventiveness go to work on a product or service. There is every reason for thoughtful citizens to believe that "atomic energy" will conform to this rule.

Laws recently passed by Congress allow the research minds of business to join with the great scientific minds in education and government in putting atomic energy to work for all the people.

At best, it will take years to bring the cost of using this newly-harnessed force down to the levels of fuels now operating power plants. But the day is closer at hand since business, with its proven record of providing better and less costly products, officially has been given a place on the team.

THIS MONTH'S COVER

Students at Port Arthur's Woodrow Wilson Junior High School — both are children of Gulf Staters — posed for PLAIN TALKS' "back to school" cover. Glenda Burke is the daughter of meter reader Mary K. Burke. John David Perego is the son of substation operator Noah W. Perego.

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HUBERT COLLINS — EDITOR

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Youngsters line up for another day at Beaumont's Averill School.

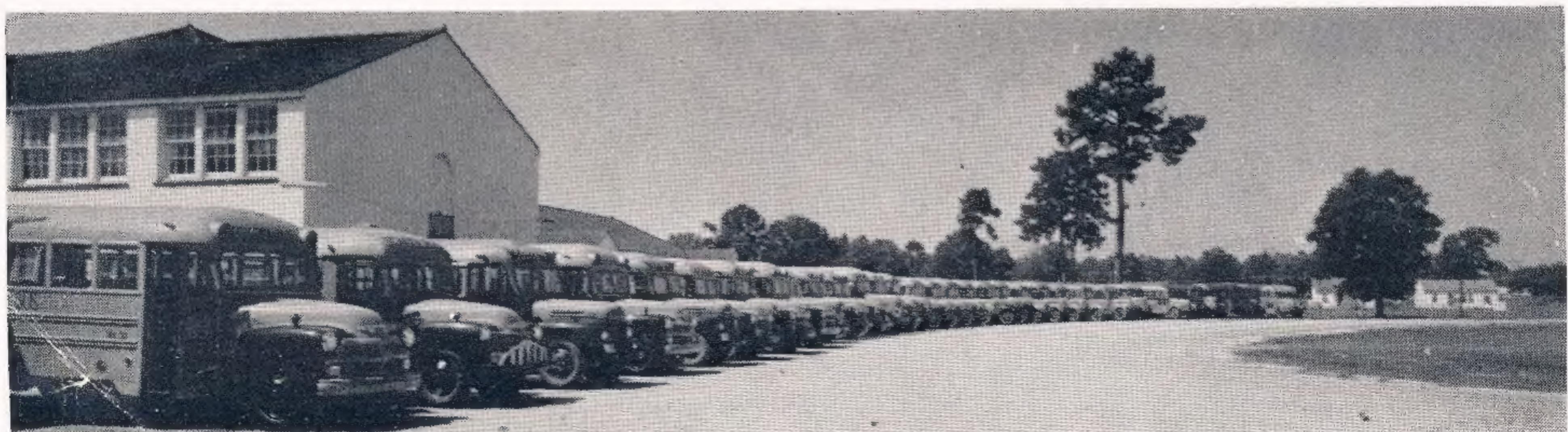
SCHOOL BELLS

are ringing all across the land

WELL, IT'S "that time of year" again for the small and medium-sized fry — school is starting. Along with summer vacations, birthdays and Christmas, school opening is one of the few dates on calendars of the green years that mean very much.

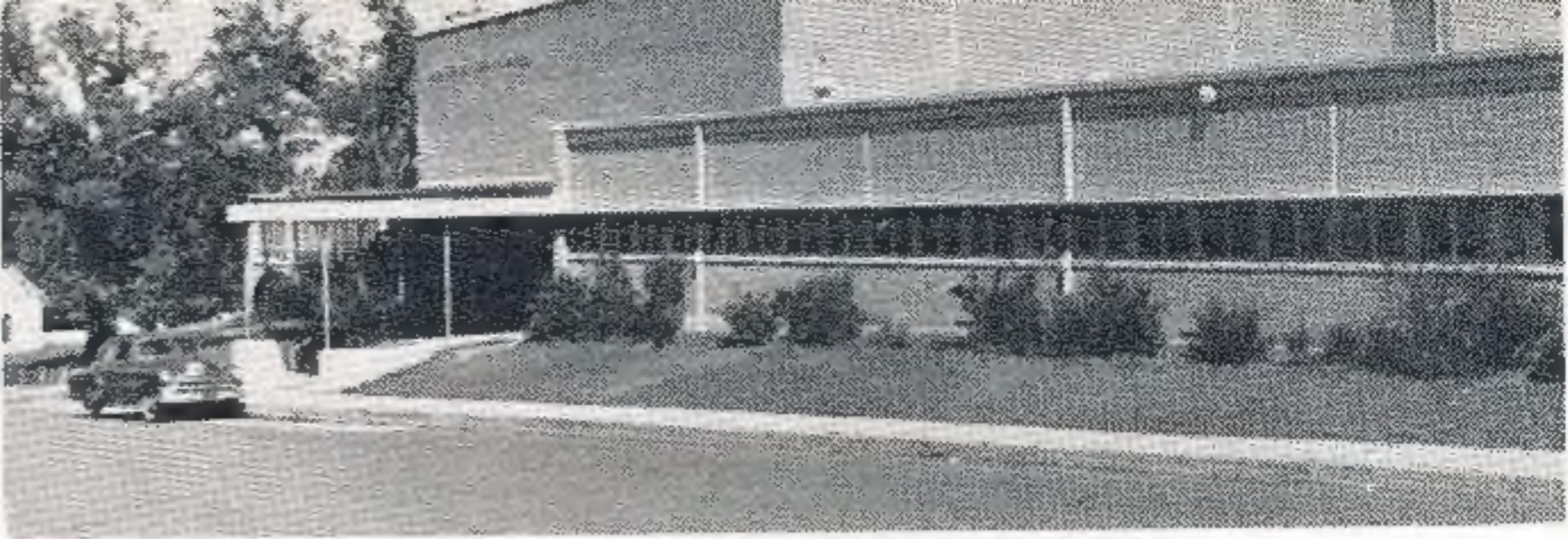
It's a time for combed hair and freshly starched dresses and shirts, the smell of brand-new books and tablets, the eagerness that comes at the end of a three-month vacation which was lots of fun but had begun to drag a little. For Mom and Dad, school opening means new shoes, lunch money, "look both ways when you cross the street," and an odd silence around the neighborhood during the day. Parents whose youngsters are of college age—"undergraduates," not mere "students"—know the time has come by a certain lightness of the pocketbook, a dwindling away of the bank account.

Vidor Independent School District is the largest of its type in the whole state of Texas, which is covering plenty of school districts. It takes 31 buses to get kids to class and back home, with enrollment this term at about 2,250.





Hot meals at noon are an innovation everywhere.



Here's Huntsville's brand-new, modern high school.



This is the new home of Istrouma High's "Indians" in Baton Rouge.

Whatever it means to you personally, this time of year is the signal for a major industry to shift into gear and start rolling once more. That industry is education. After three months of recuperation from the wear and tear inflicted by 30 million youngsters, the nation's school system has gathered itself together for another busy term.

And if you doubt that it's a "major industry," look at the figures. Our schools spent \$6½ billion on operations and nearly \$1½ billion on new construction last year. Although a shortage of qualified teachers still is widespread, more than 980,000 were on school payrolls in 1953. At the present rate, the school system will be handling about a million more kids each year for some time to come.

Despite the praiseworthy efforts of educators, legislators and citizen volunteers, many American schools are having trouble keeping pace. An official of the National Education Association expressed it this way: "Today the double impact of growing enrollment and 25 years of neglect is falling upon elementary school children."

Does this apply to our schools here in Southeast Texas and South Louisiana? Fortunately, no. A quick survey of schools in communities served by Gulf States shows that in general our school officials and citizens have been acting to prevent such a situation.

The job isn't over yet. But our schools are a bright spot in a national picture which has developed some disturbing cloudy areas.

A good example of what's going on is Baton Rouge's aggressive program. At the end of 1956, 22 new public school plants (each with auditorium-gymnasium and lunchroom) will have been added to the total of 55 previously-existing schools, 14 of which will have been remodeled or enlarged. Similar expansion is planned for the parochial school system, which educates 7,000 of the city-parish school population. That's building with a capital B.

It's true, though, that almost everywhere this kind of expansion couldn't be organized overnight. Emergency measures such as temporary classrooms in jerry-built

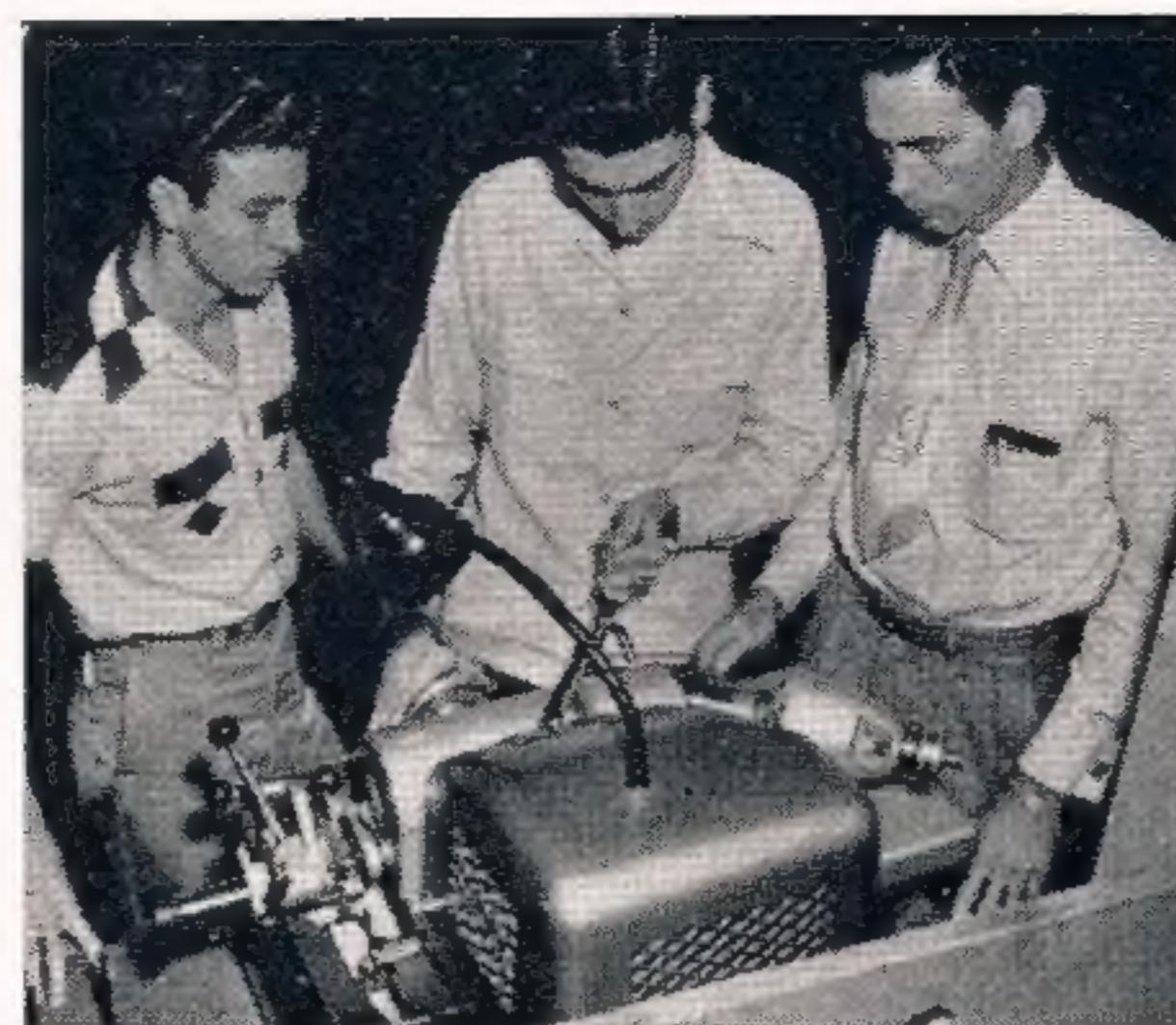
Especially in Louisiana, parochial schools do a large share of the job of educating youth. This is St. Joseph's Academy in Baton Rouge.



The Bettmann Archive

Who's old enough to remember "McGuffey's Eclectic Reader," a standby for schools for generations? Or scenes such as artist E. L. Henry's one-room country school, heated by a wood stove, as depicted below?



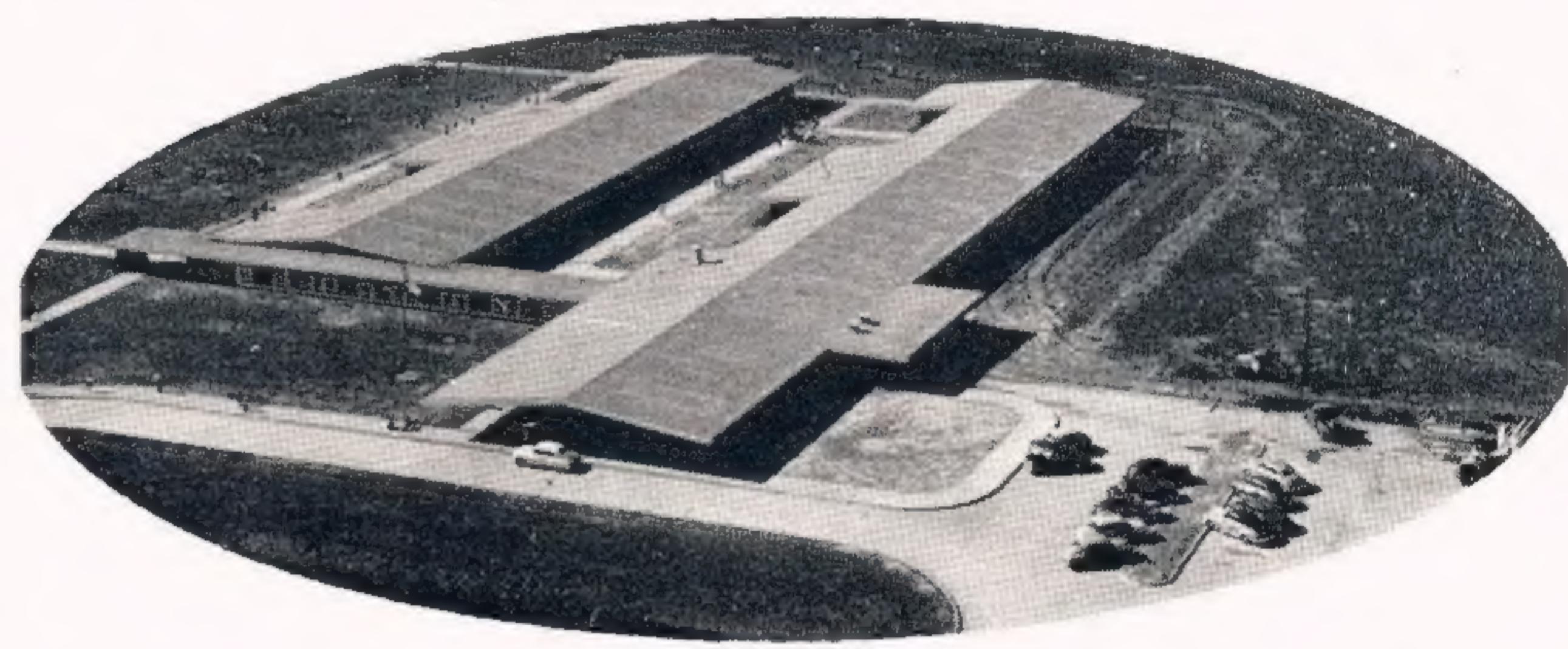


Nowadays schools try to prepare young people for earning a living, as well as for further education.

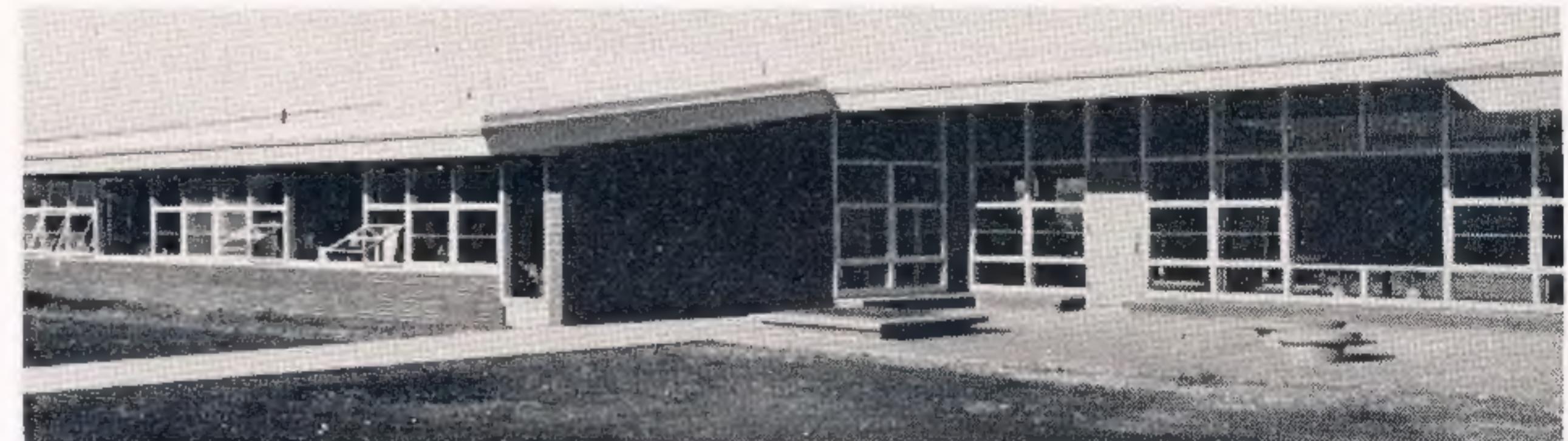
You'll go a long way without seeing a more strikingly-designed school than the new Lake Charles High.



This Beaumont elementary group shows how small groups make it easy to offer individual instruction.



"One of the four outstanding school buildings in the nation," was the comment of Dr. Walter J. Cocking, editor of *School Executive* magazine, about Port Arthur's Sam Houston elementary school. Two views (above and below) are shown of the new structure.



As a result, all of us have a direct interest in our schools. We all share in the responsibility for their healthy operation. They have come a long way in the last 75 years, and despite attacks on our school systems, our children are probably getting a better education today than ever before.

Tests in the grade and high schools show that on the same examination given students of 10-25-30 and more than 100 years ago, the school boy or

girl of the 1950's is a superior product. College entrance exams show also that there is no decline in the quality of students entering our colleges and universities today—and today there are many, many more young men and women going to college.

This is an eloquent tribute for our workaday school teacher, whose devo-

tion to youth is part of the finest American tradition.

The only problem now is to keep the ball rolling — our teachers and our money have given public education a good start. Where it goes from here depends on the parents and adults who will look to today's students to preserve our way of life in the future.

and

college chimes

are calling

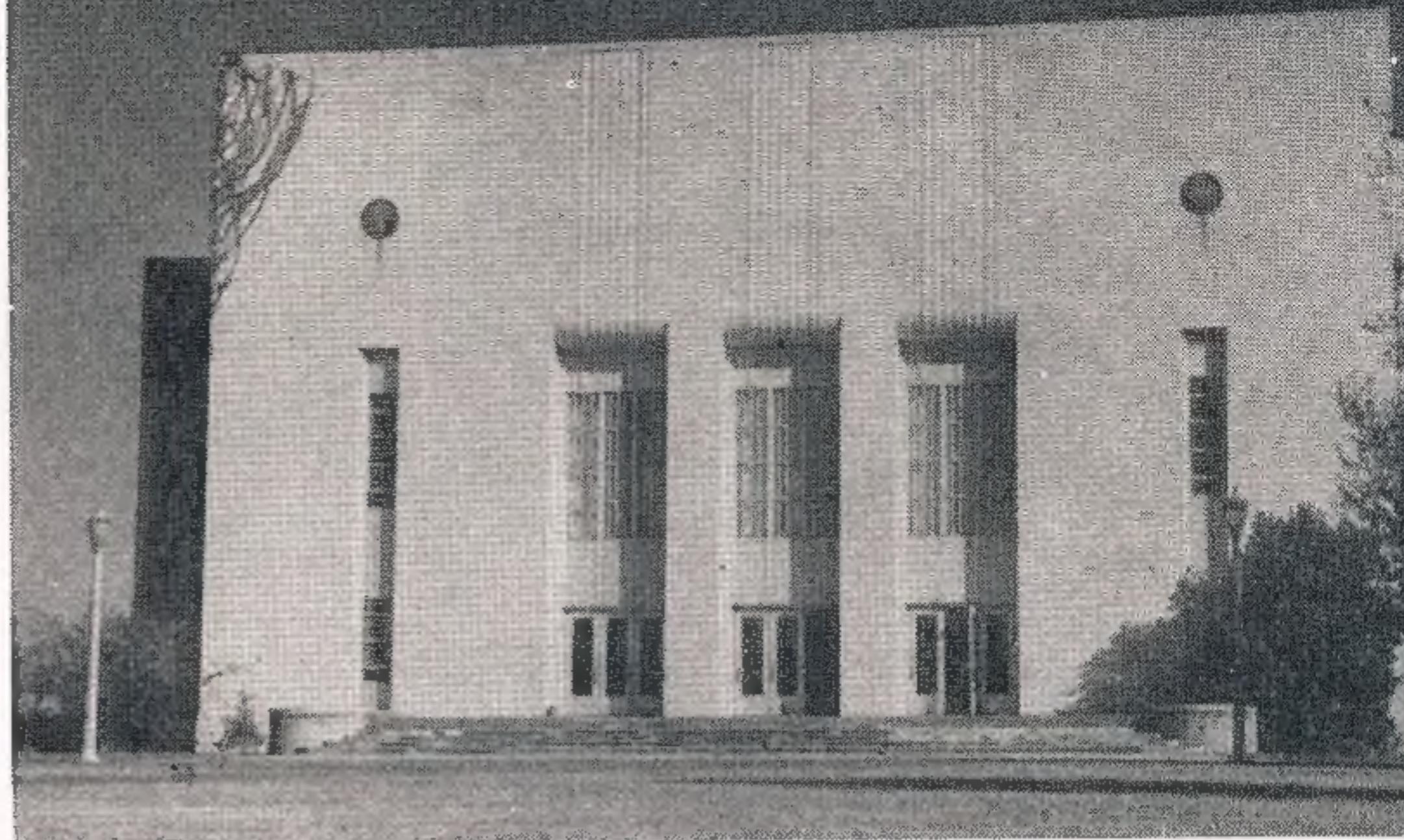
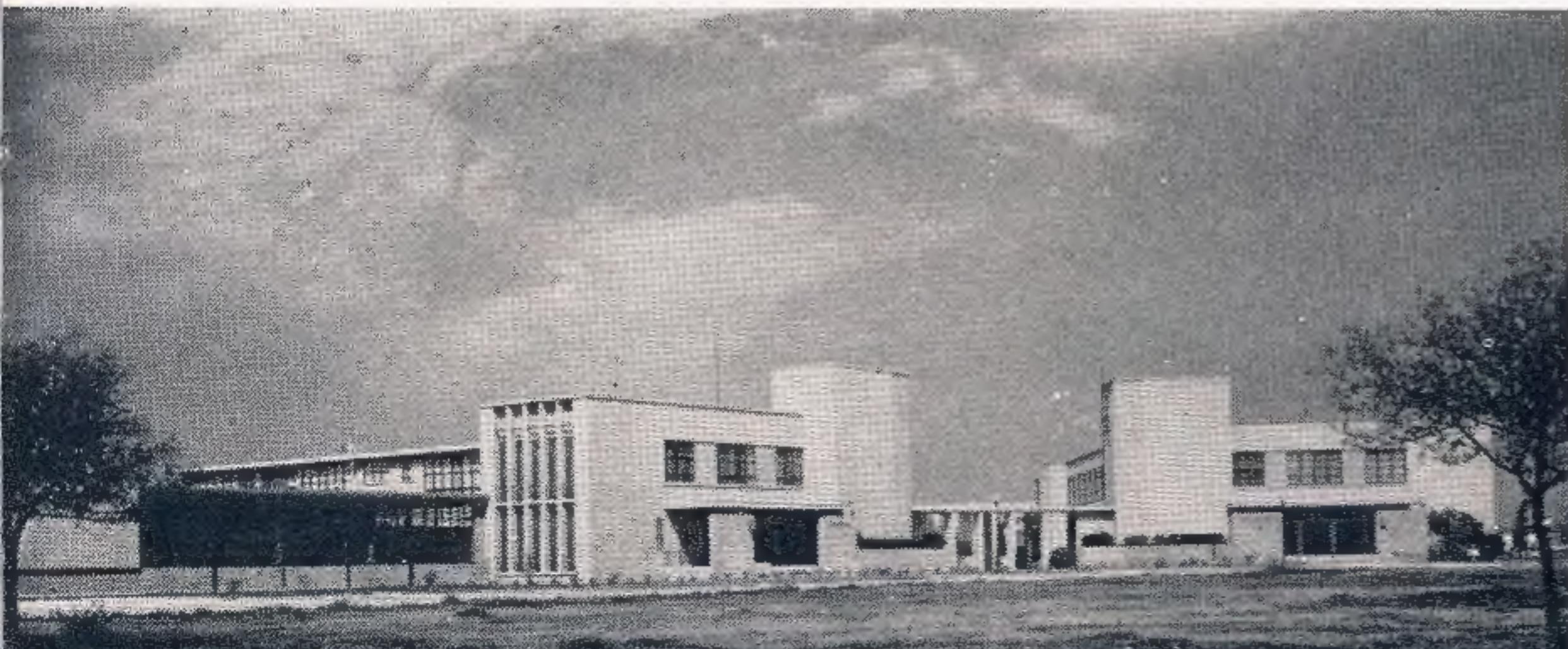


Did you know that Southern University at Baton Rouge is the largest public-supported university for Negroes in the United States? Ninety-two per cent of its faculty hold masters or doctorate degrees.



Along with new buildings, we find our schools still cherish some older ones: this is Austin College building at Sam Houston State Teachers College, Huntsville. It's the oldest continuously-used college building in Texas.

Here's the entrance to Lamar Tech at Beaumont, a school that bears watching. One of these days it promises to be among the Southwest's major universities, if recent growth is any indication.



Like Lamar Tech, McNeese College in Lake Charles (PLAIN TALKS, February) is an up-and-coming new institution of higher learning in our service area.

And here's the Louisiana State University Campanile, built in the familiar LSU architectural style adapted from that of north Italy. LSU, largest educational institution in the Gulf States area, offers 80 curricula leading to 37 undergraduate degrees. At one time, there were eight future generals in the "Ole War Skule's" Cadet Corps.

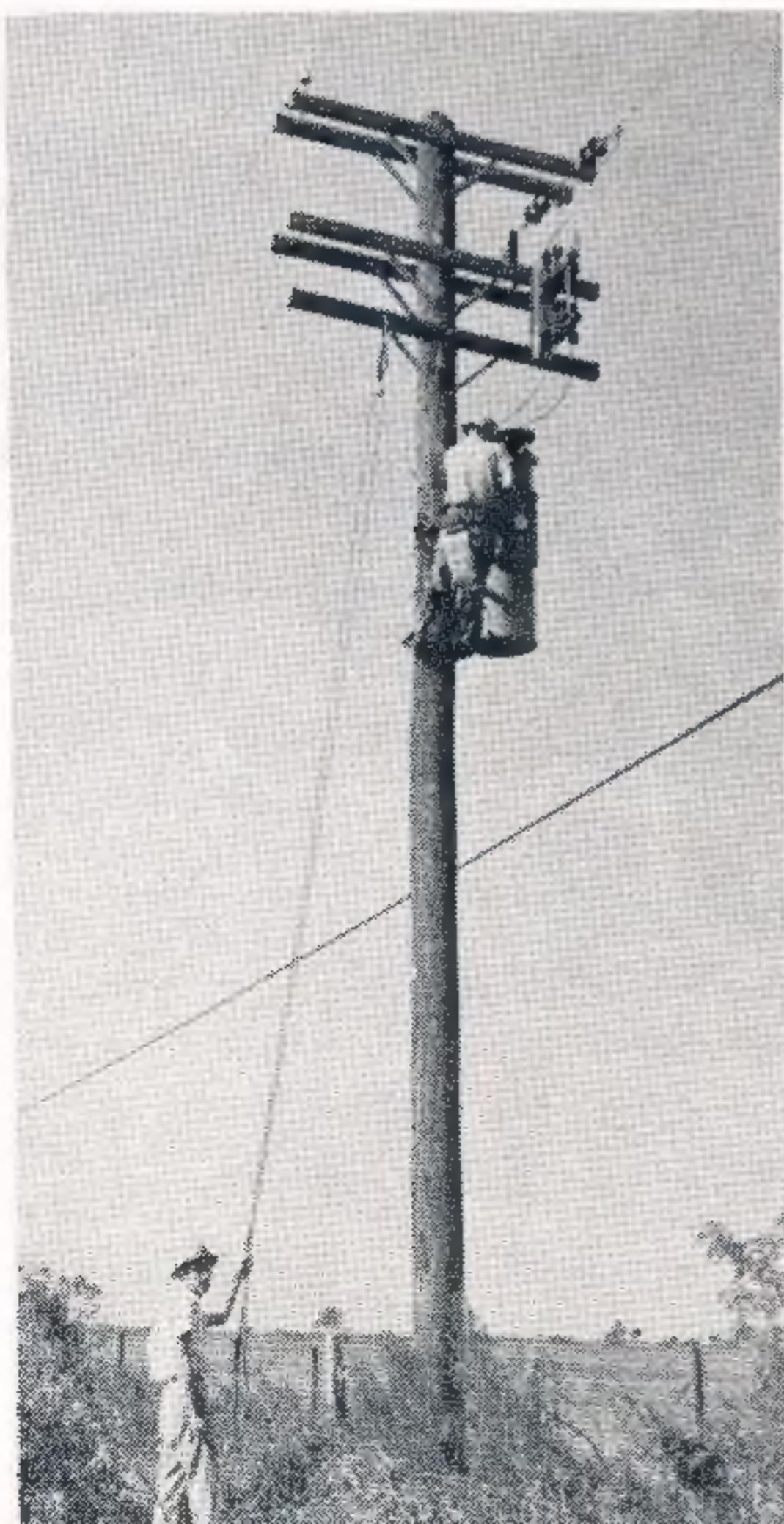




Meet Lake Charles substation mechanic James T. "Rip" Van Winkle.

First job of the day is a routine inspection and adjustment of a voltage regulator on the Gulf Road, several miles south of Lake Charles. With Rip working on the pole, substation mechanic Eddie Duhon stands by with handline.

Back at the service center, Rip and Eddie check over details of the job with Lake Charles Substation Supervisor Fritz Simonson.



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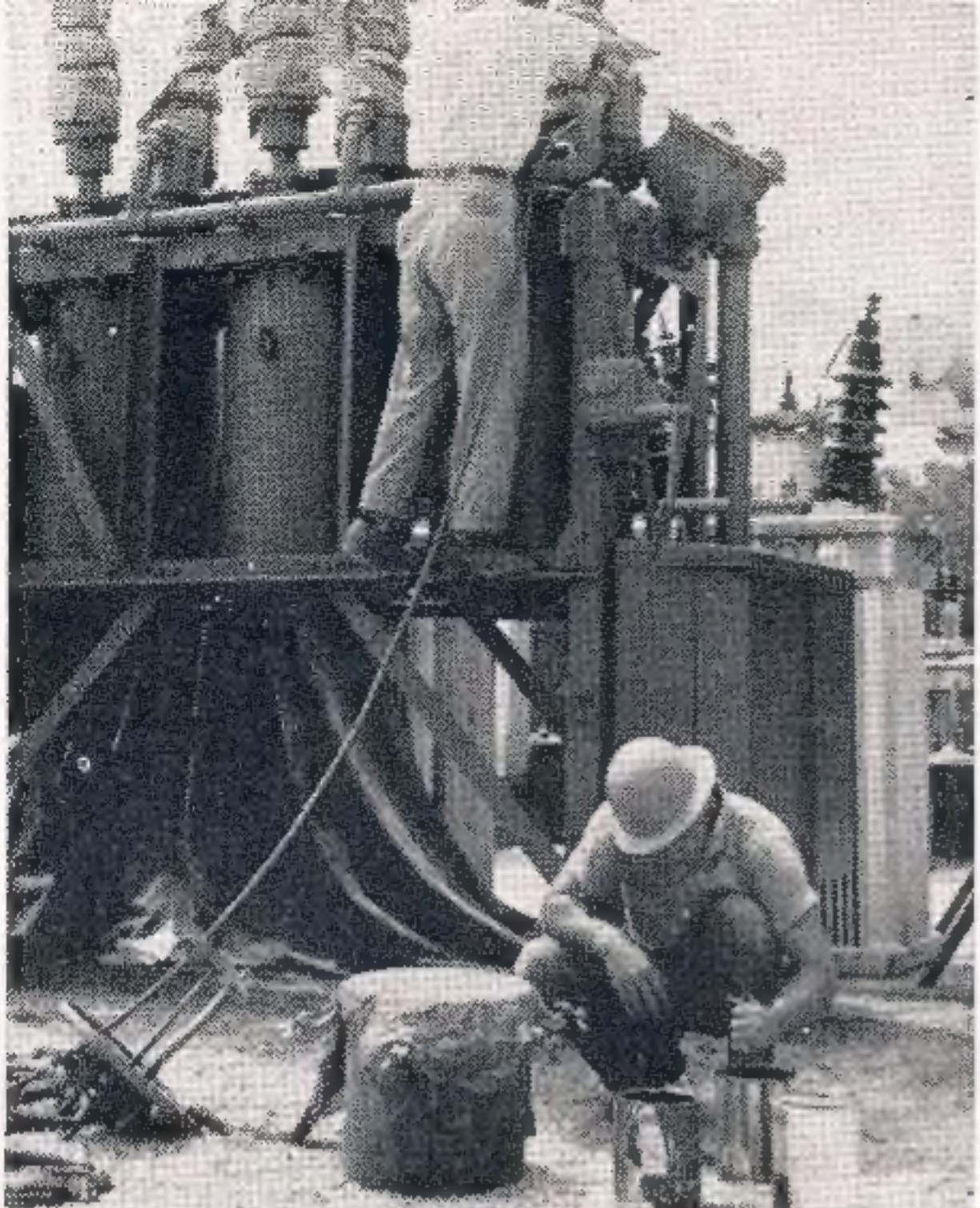
GULF
STATER'S
day

FIRST CLASS
SUBSTATION
MECHANIC

ELECTRICITY, like water, does its work best when it's delivered to the customer at the right pressure, volume and rate of flow. In the case of water, there are pumps and control valves to do the job. With electricity, we have banks of transformers in substations — together with their related equipment — doing a similar job. They take the sizzling high voltages of the transmission lines and bring them down to the "retail" levels of the distribution system (where individual transformers again adjust service to meet the everyday needs of home, store and industrial shop).

In keeping this step-down — or sometimes step-up — process working smoothly, Gulf States calls on specialists in such matters as transformers, capacitors, circuit-breakers and the control and regulating devices that go with them. A first-string member of this team is the substation mechanic first class.

There are 36 of them. One is a friendly, capable young man named James T. Van Winkle of Lake Charles. Like a lot of people with his family name, Mr. Van Winkle hears himself called "Rip" a lot more than "James T." A native of De Quincy, La., he went to work for Gulf States seven years ago at the age of 20. In addition to high school training, he has U. S. Naval Reserve and Southwestern Louisiana Trade School instruction in



Next on the list is another coat of paint for a new oil circuit breaker. With air hose, Eddie dusts the equipment while Rip mixes green body paint. Substation equipment nowadays is given three coats to lengthen life of exposed surfaces.



After making sure everything else in the area is protected from drifting paint, they spray the circuit breaker. Costing in the neighborhood of \$7500 and exposed to the elements night and day, equipment like this breaker demands careful, expert upkeep.



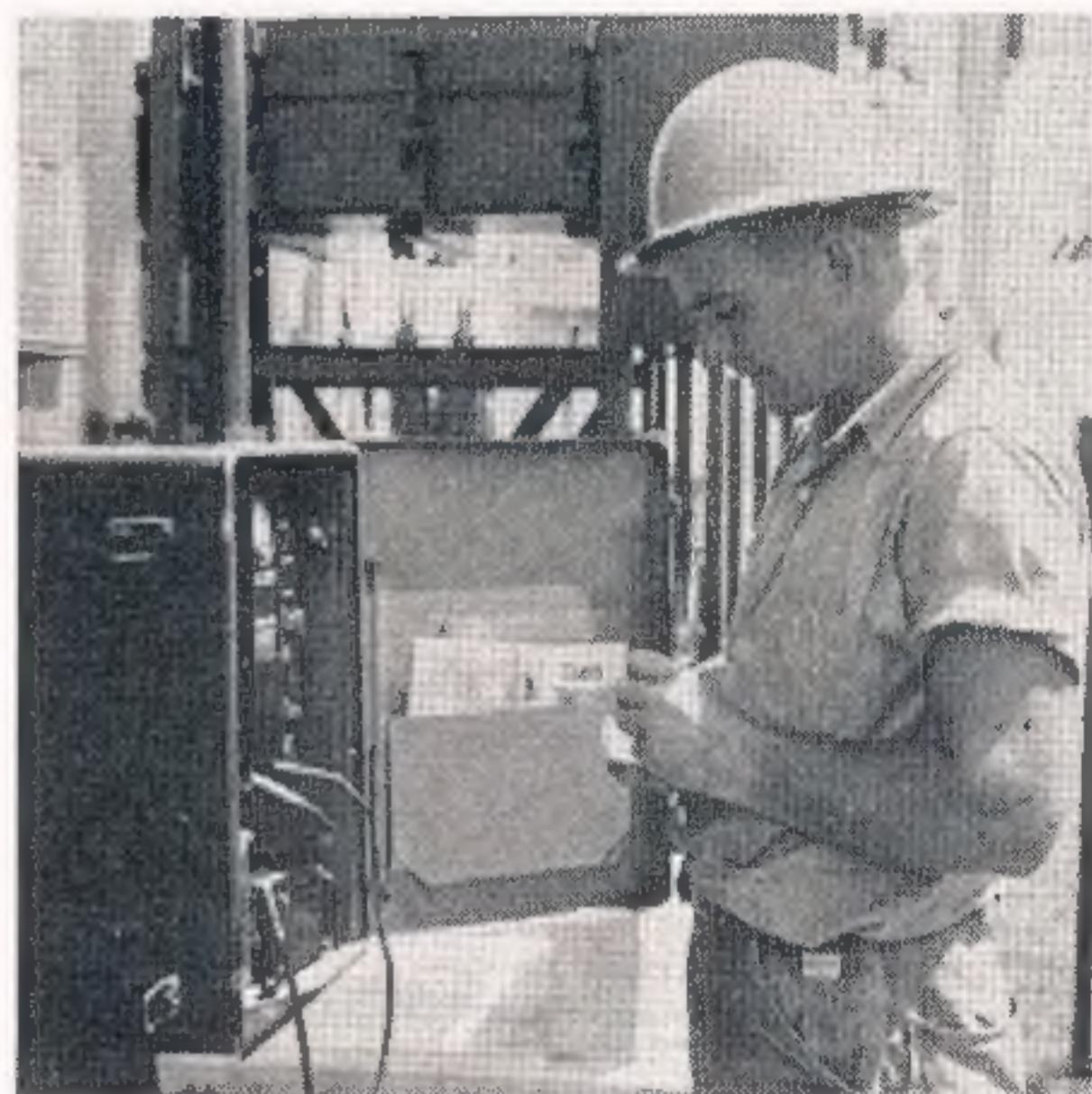
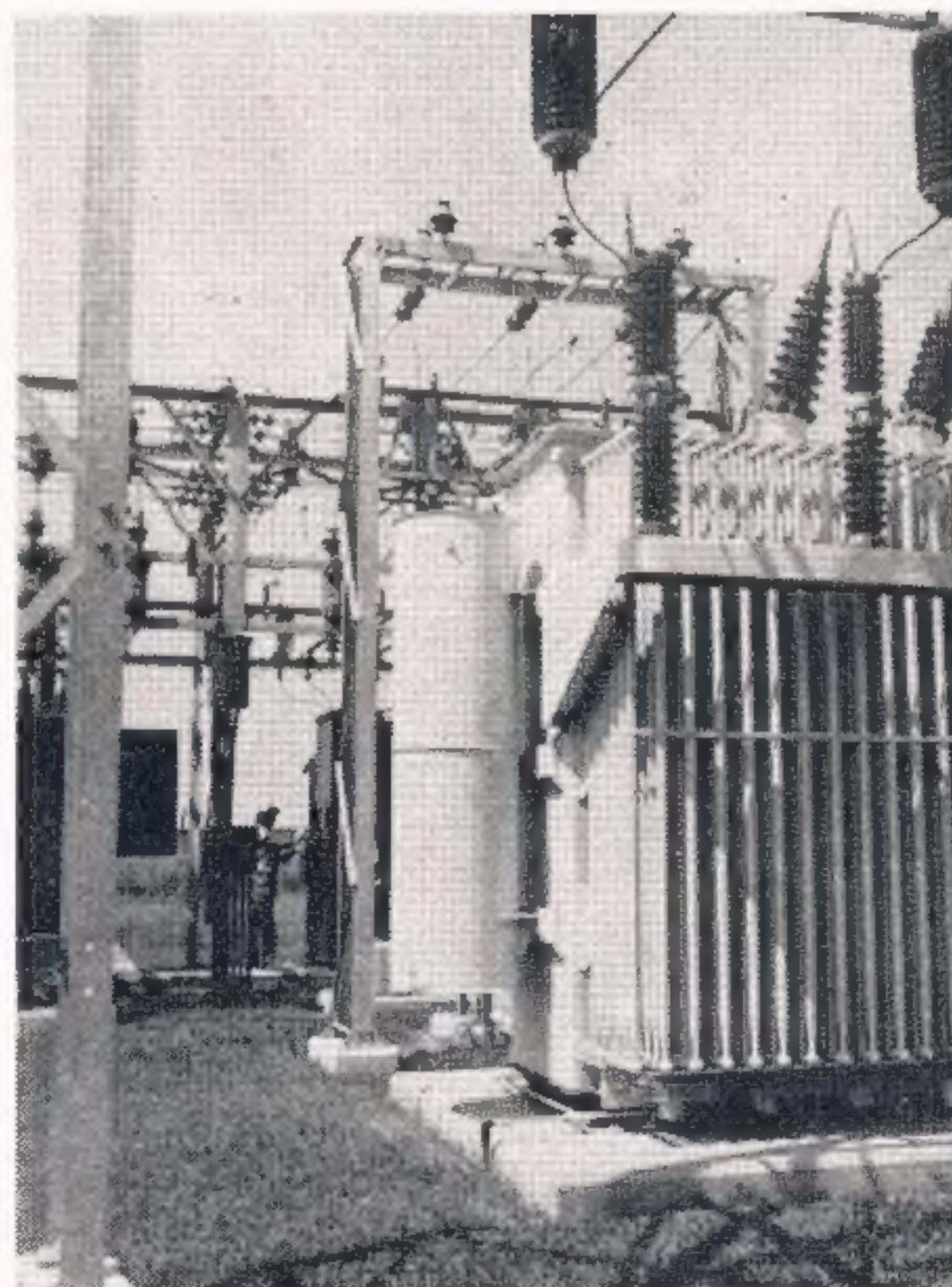
At noon, the two Gulf Staters knock off for sandwiches. They take advantage of the department's air-conditioned office as the mercury reaches for the 100-degree mark in the sun outside.

his background. After duty on a line crew as a helper, he moved across the street to take up substation work, and he's done it ever since.

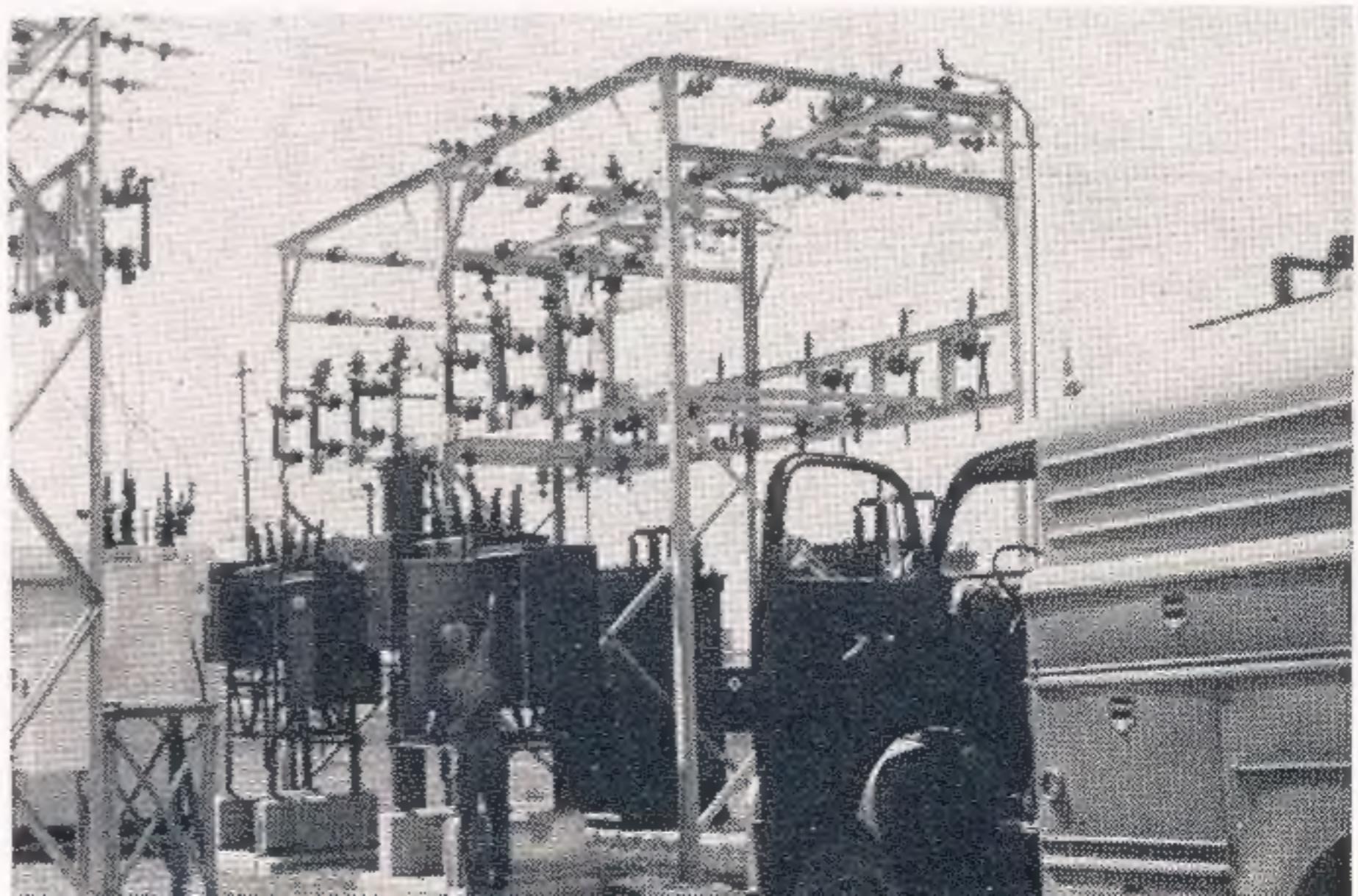
Substation mechanics like Rip work individually, in pairs, or in a crew — whatever the nature of the job demands. Some are part of a regular crew, but Rip is not, although he sometimes is assigned to one. Lake Charles Substation Supervisor Fritz Simonson explains that he does a wide variety of inspection and maintenance work in Lake Charles, Jennings, Sulphur and points in between. Part of the time he makes routine checks and tests; the rest of the time he's on call for whatever needs to be done. For a good while, he and Eddie Duhon, another substation mechanic first class, have worked together closely.

What they and the 34 other men with their job title do is set forth, in part, by this statement in Employees Classifications Standards. "With responsibility for results," the book points out, they must "perform difficult and responsible electrical maintenance tasks involved in construction, operation, maintenance and repair of transmission and distribution substations, transformer racks, transformer vaults, underground systems and other equipment."

What some of this looks like, in the form of photographs, is shown on these pages.



After lunch Rip makes an inspection visit to Chlomal substation, east of Lake Charles. He makes sure control devices are in good working order. "Chlomal" was so named because it is midway between Chloe and Mallard Junction, on Highway 90. It's one of Lake Charles Division's major substations.





Back at the service center (top left), Rip joins Eddie in filtering and testing the oil from a bank of transformers. This is an important part of their maintenance routine.

It's time to knock off (top right). They clean up, put away the trailer which houses the oil filtering equipment, and head homeward.

Home for Rip means his wife, Mary, and sons Danny, 3, and Jimmy, 5. This was payday, and the smiles came after the photographer had suggested Rip pose handing his check over to Mrs. Van Winkle. Rip held on to it — at least for the time being.

gulf staters in the news

Virgil Shaw, industrial engineer, has been elected commander of Navasota's J. Willie Leigh American Legion post.

Vice President **H. C. Leonard** has been announced as chairman of the administrative and liaison committee for the United Givers Fund in Baton Rouge. His group will supervise internal functioning of the fund, hiring staff personnel, supervising work, recommending operating budgets and handling agency-fund relations.

J. P. Pevoto of Orange, Gulf States accounting supervisor there, was selected as co-chairman of the October Community Chest and Red Cross drive.

E. L. Robinson of Beaumont, general sales manager, addressed the Exchange Club on the life of Thomas Edison in connection with Light's Diamond Jubilee year.

In Beaumont, Sales Promotion Director **Victor P. Gayle** has been selected for a post on the United Appeals education committee. This group will be responsible for training about 2,000 UA campaign workers for the annual drive.

President **Roy Nelson** has been appointed to serve on Beaumont's city planning and zoning commission by Mayor **Elmo Beard**.

Randy McAlpine, Beaumont supervisor of commercial sales, is heading one of the four major divisions for United Appeals solicitations — the men's geographic division. Mr. McAlpine has taken an active part in Community Chest and UA campaigns since 1946.

SCENE: GULF STATES office at Port Neches. Audrey Cundiff, local office clerk, is at the desk. Enter: eight-year-old girl.

Little Girl: "Do you play knock-knock?"

Audrey: "Yes."

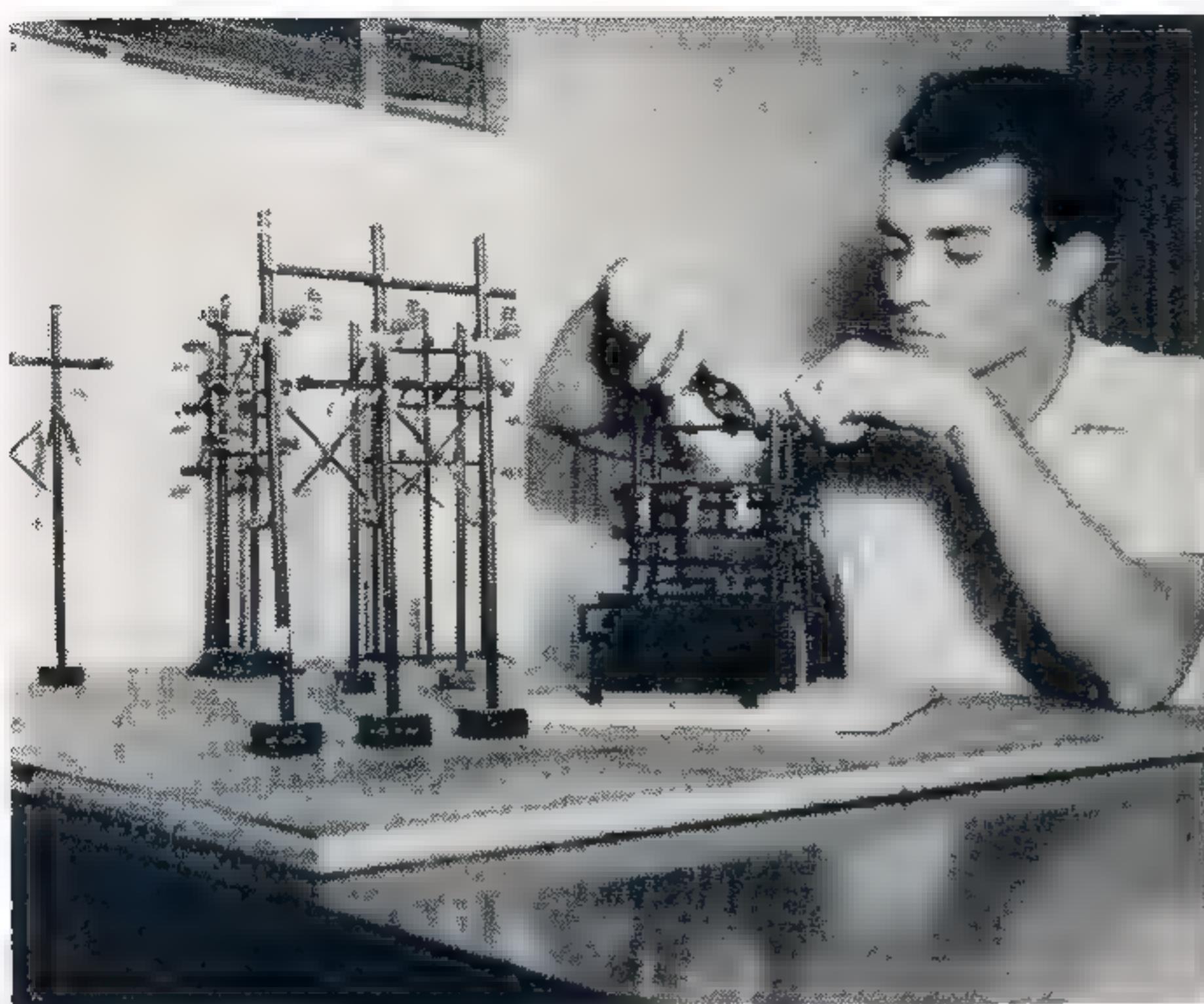
Little Girl: "Knock-knock."

Audrey: "Who's there?"

Little Girl: "Red."

Audrey: "Red who?"

Little Girl: "Little Reddy Kilowatt. Have you paid your bill?"



Draftsman Clawson and models.

WITH POLES IN PLACE, a crossarm is wenched into position by a three-man crew helping build a new line between Beaumont and Evadale. Shown are utility foreman J. T. Doiron, D. C. Sheppard and R. W. Cooksley. On another structure nearby, doing the same job, were utility foreman D. T. Pate, L. J. Borque and A. A. Townsend. The location was near the line's Lakeview Road crossing.



MINIATURES help

Speed up the job

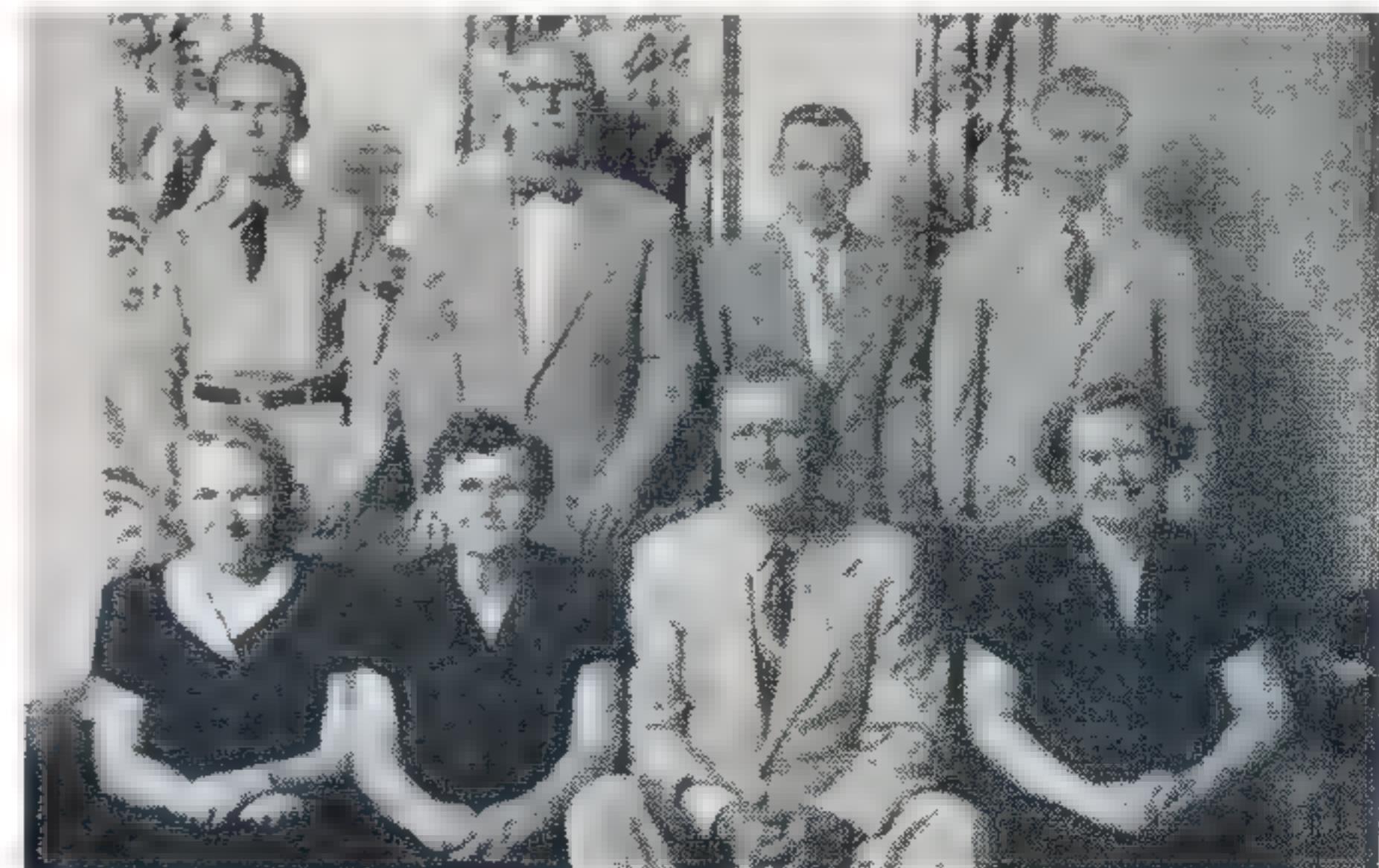
MODELS ARE HELPING the design section of the system engineering department, under supervision of Design Engineer N. C. Spencer, solve some knotty problems in line construction. Draftsman Don R. Clawson of Beaumont, who has built model ships and airplanes as a hobby for years, drew the assignment to create scale-model pole structures on a part-time basis. Here he works on a miniature of the temporary portion of Ann Street substation in Lake Charles. Also shown are models of Texas structures from Beaumont and Navasota divisions.

Chief Draftsman J. M. "Pinky" Geen explains how the idea started. "We were working on plans for a 69 Kv line construction job in Navasota Division. Line 91A dead-ended at one point, and Line 411 took off the other side at an angle. Eight down-guys had to be indicated, and in order to expedite the work of locating the anchors for the guys, we built a model of the structure. We got the idea from others who also had found models helpful and time-saving."

Draftsman Clawson built the model, on a scale of one-fourth inch to one foot. When the model was finished, engineers could see exactly how each down-guy should be positioned in order to clear the conductors and the other down-guys. Measurements from the model made it possible to compute other factors, as well, and the whole problem could be visualized more easily.

The models are built of balsa and pine primarily, with red buttons strung together for insulators. As an after-thought, Don even tacked on a "Danger — High Voltage" sign for good measure. He has been doing the work off and on for about eight months. Each model is carefully set aside when a job is finished, because it can be used again when a similar project comes up in the future.

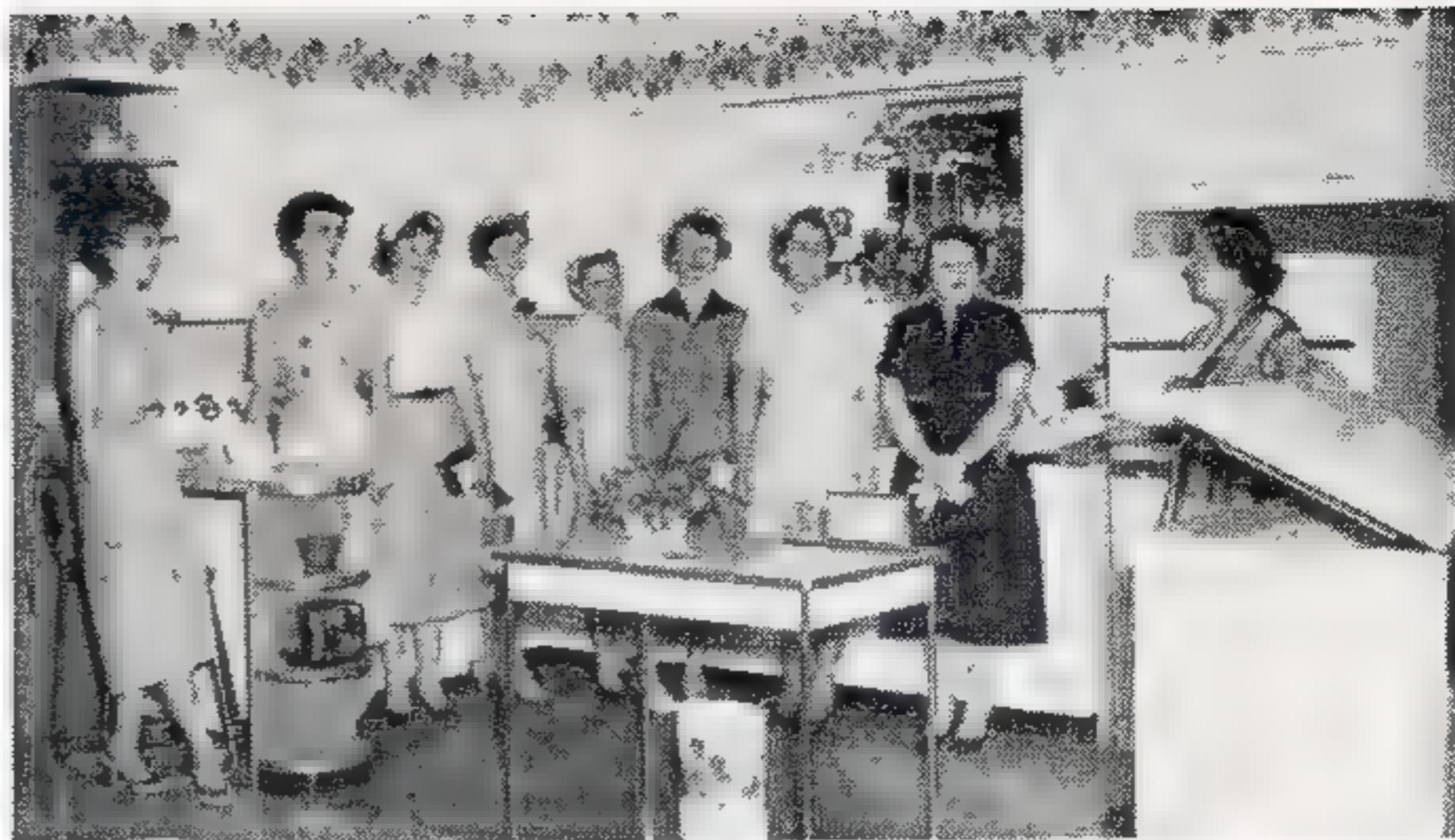
FROM OUR OWN family album—Meet L. M. "Pop" Haynes and family. He's a popular long-time Gulf Stater in the Baton Rouge garage department. Seated, from left, are his daughter, Mrs. Dorothy Schmylack; Mrs. Haynes; Mr. Haynes; and Virginia Darnelle, another daughter; standing, same order, are sons Ralph, Roy, Sidney and Robert. Robert and Sidney are twins.





Beaumont lineman Lanclos "cuts out" a burning home.

UNSUNG HERO was the caption The Beaumont Journal gave this picture of a Gulf States lineman disconnecting service to a burning house. "Firemen are the public's heroes whenever the flames and smoke start shooting skyward," the newspaper said, "but those same firemen have their own private hero—the lineman who arrives as they start pouring water into the flames." Fighting fire is dangerous enough without the added hazard of live wires hidden in smoke, water and debris. The lineman shown in the picture is John E. Lanclos. Photographer was Tom Knapp of the Journal staff.



HOME ECONOMICS students from Southwestern Louisiana Institute made a field trip to visit Gulf States home service facilities in Beaumont this summer, and they're seen here in the kitchen planning center on the sales floor downtown. Their hostesses are Mrs. Thelma Carson (right) and Mrs. Margie Bell (left), home service advisors.

Guests are, from left after Mrs. Bell, Misses Gail Dugal, Myrtle Charpentier, Arlene Feaster, Jean Hebert, Rose Marie Stagg, Claudette Naquin and Betty V. Johnson, their instructor. They also toured the service center and Reddy Kilowatt Cottage, and watched "The Kilowatt Hour"—the GSU television show—being staged at KBMT.

LAST WINTER, two Crowley High School 4-H Club boys wrote Gulf States farm representative Jim Richardson of Lafayette with a request. Could he help them set up an electrical demonstration they could use for their parish 4-H Club Achievement Day? There was a joker in the request, though. They wanted one good enough to show before statewide competition.

They got it. Their presentation of "Safe Practices in Home Wiring" placed first against district winners from all over Louisiana.

The boys are E. J. Broussard and Ibray Foreman. Gulf Stater Richardson says, "I provided the boys with the demonstration equipment and an outline. Joe Gonzales, who is a teacher at Crowley High, provided the spark necessary to get them interested and working."

Work they did, explains Jim. "E. J. and Ibray checked out books on electricity at the library, in addition to reading all the literature which the power companies had given them. They practiced their demonstration before school groups, civic clubs and at 4-H camp. They were giving it for the 56th time when they won first place in the state."

He reports that Lewis Hill, associate county agent in Acadia Parish, worked hard with the boys in polishing up their technique in the final weeks. "Possibly the characteristic that carried them through," Jim says, "was their thorough knowledge of their subject, which made it unnecessary for them to memorize any lines. They gave no two of their 56 demonstrations exactly alike."

Mr. Richardson and state 4-H winners E. J. Broussard and Ibray Foreman stand before wiring setup they demonstrated.

HEAT PUMP, MODERN LIGHTING *make Gulf Stater's home a real STANDOUT*

IT'S BECOMING more and more apparent these days that a big, expensive home is not necessarily more comfortable or desirable than a small or medium-sized home. Sound, practical planning is resulting in comfort and convenience never dreamed of in most people's homes.

Electricity has played a big part in the process, and you can see how at the brand-new home of Mr. and Mrs. Jerry St. Dizier in the Oak Ridge section of Oak Park, at Lake Charles. Jerry is a lighting engineer for Gulf States and has worked for the Company since 1933. When he built his home he incorporated a good many of his favorite applications of electricity that he has been recommending to GSU customers.

The St. Dizier home is clean and simple in exterior design. It sits on an 85 x 150 foot lot. The floor plan, which is not elaborate, includes two bedrooms, a living room, a study, kitchen and dining area, space for mechanical equipment, an unusual "double bathroom" arrangement, a carport . . . and that pretty well covers it.

But come inside and notice the electric conveniences, and stop to imagine how livable they make a home, how much work and wasted steps they save, and all their other advantages — none of which takes away from necessary living space and "elbow room."

First, there's the heat pump. It's a three-ton model which air-conditions the house in the blaze of summer and warms it during winter's chilly blasts. Ducts in the concrete slab foundation carry fresh, filtered air at just the right temperature to every part of the house.



Then there's good lighting, which includes a variety of lamps and fixtures to suit the family's individual needs, regardless of whether they're cooking, reading, watching television or just plain taking it easy. For watching television, a dimmer switch can regulate the light in the study to any desired brightness. In addition, the lighting system is designed to make the most of attractive furnishings the St. Diziers have placed in the home, such as bringing out the true colors in the drapes, for instance.

The kitchen features a built-in electric range and oven, an electric refrigerator, dishwasher and garbage disposal unit. In the utility room are a food freezer, washer, dryer and ironer — all electric. Hot water is assured immediately by an efficient 52-gallon electric water heater, which operates safely and silently in the mechanical room, where the heat pump is located.

The house has many other advantages. Some are "for looks," some are for household work, and some are for plain comfort. But the electric features — which, of course, are connected to adequate wiring — really stand out. Plenty of outlets, fed by a 20-circuit panel, allow changing the furniture around, adding traffic appliances and taking care of other matters that arise from time to time.

When the St. Dizier home was completed, the public was invited to tour the premises one weekend. Large numbers of people dropped by, and, not surprisingly, they went away impressed. For electric living is good living.



Residential Kwh Consumption

PASSES 2,000 MARK IN JULY

A LONG STRIVED-FOR accomplishment went into the Gulf States record books this summer. At the close of July, Kwh consumption per home customer surpassed the 2,000-mark. The official figure was 2,008.

For many years, the Company has devoted much of its effort toward bringing prompt and reliable service to new customers — families and industrial plants which have moved into our service territory in large numbers. However, a parallel effort, that of raising per-customer Kwh consumption, also was pressed.

Last month's milestone was gratifying proof of success in the Company's latter ambition. It represents a 52 Kwh increase since January 1.

Kwh consumption during July was, by divisions:

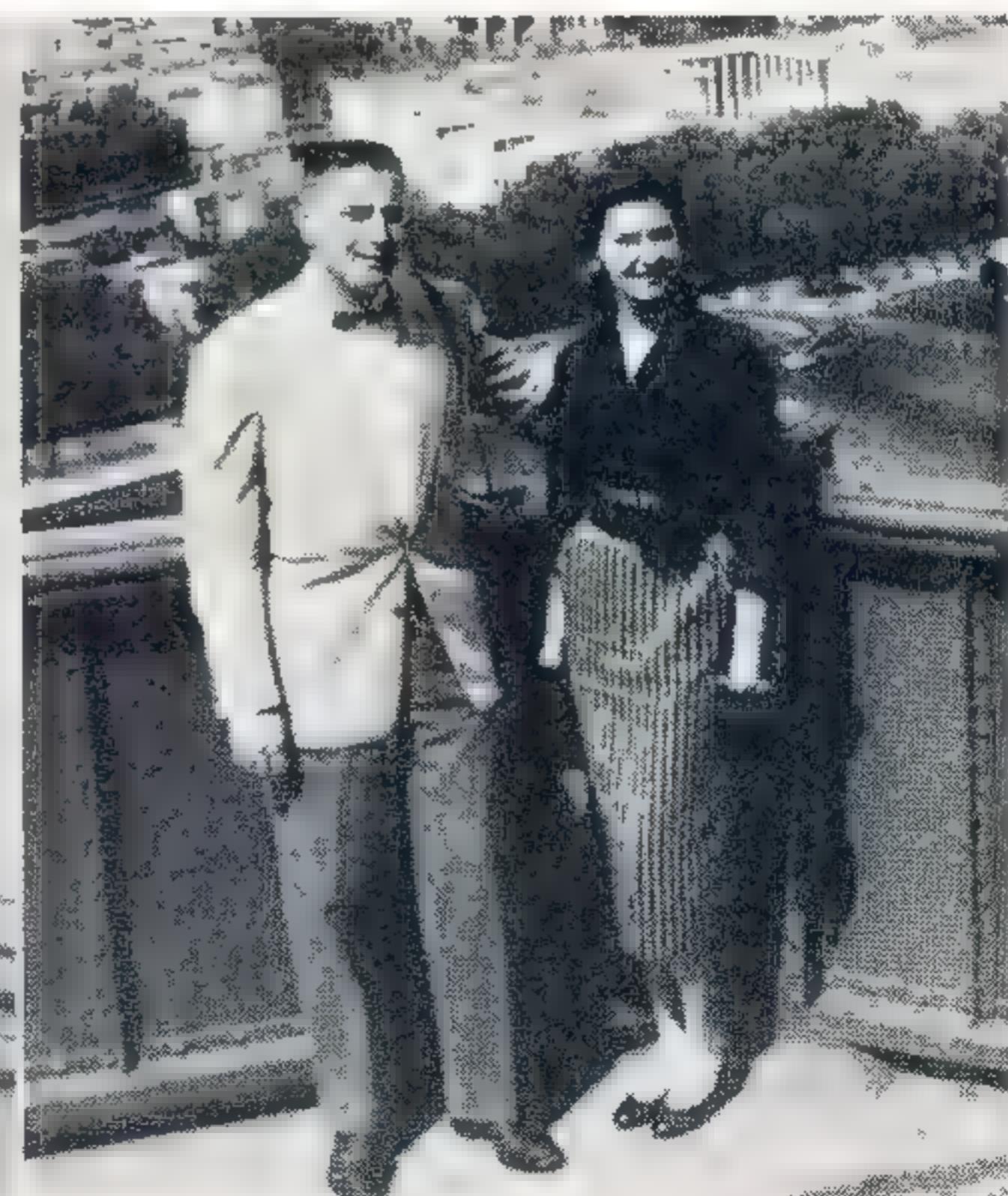
BEAUMONT	2243
LAKE CHARLES	2047
PORT ARTHUR	2008
BATON ROUGE	1830
NAVASOTA	1820

Lake Charles Division led the system in this summer's range and water heater sales campaign, and Sulphur led the division. Lafayette wound up in the division cellar, sales-wise, and had to throw a dinner in honor of the winner. Lafayette District Superintendent J. Roy Peckham made a valiant effort to enjoy some satisfaction at the expense of the champions, however, so when Sulphur District Superintendent "Jelly" Gilmore came past the barbecue pit, he had ready a special treat — a rooster which had been "run two miles and shot three times." Mr. Gilmore declined to partake of the delicacy, demanding something appropriate for the winner's table. With him at left is Sulphur sales representative Luther Mosier.



District serviceman Goree Matthews holds proof that Somerville now is a member of the ever-growing "2,000 Kwh Club." As of this writing, 15 districts and towns were in the proud "2,000" ranks.

Mr. and Mrs. John Hill of Beaumont are parents of these gentlemen. Left is Johnny, aged 10 and wearing his Sons of the American Legion uniform. Right is First Lieutenant Jerry Hill, a former Gulf Stater in commercial sales, shown on vacation in Paris with his wife, the former Mary Jo Hain. Mr. Hill, Sr., is in the service department.



Record - Breaking Total of RANGES, WATER HEATERS

Sold During 1954 Campaign

DURING THREE MONTHS this summer, appliance dealers in the Gulf States service area sold 2,505 ranges and 567 water heaters. The record-breaking total closed out one of the most successful sales promotion campaigns in GSU history, and represented an increase of approximately 1,000 sales over the same period last year.

Lake Charles Division, whose efforts were masterminded by Sales Manager Fred Johnson, led all others, attaining 114 per cent of quota. Other divisions and quota percentages were Navasota, 110 per cent; Beaumont, 100 per cent; Port Arthur, 81 per cent, and Baton Rouge, 51 per cent.

Results of the campaign, the residential sales department points out, "favorably contradict national range and water heater statistics, which are lower than last year's." In fact, for the first seven months of 1954 — not just the campaign period — sales in the GSU area have been well above the national average.

List 'Jack Pot' Winners

EMPLOYEES IN EVERY department participated in the Company's employee "Jack Pot Box" program this summer, inaugurated so that Gulf Staters could turn in names of prospects for range and water heater sales. The program was held in conjunction with the sales campaign, June 15 through July 31.

Winners, who split up a total of \$1,700 in prize money, were:

Beaumont Division—H. W. Gale, \$50; Doris Campbell, \$25; Marjorie Gray, \$25; Helen Byrd, \$25; G. W. Smith, \$25; Morris E. Sandefer, \$50; H. T. Henricksen, \$10; Melvin K. Pruitt, \$10; Conrad M. Fleming, \$5; Edwin B. Smith, \$50; T. W. Stiteler, \$25; Peggy Lee, \$25; W. L. Armstrong, \$50; V. T. Bolton, \$25; Ross Reed, \$50; W. E. Teel, \$25; A. G. Mashburn, \$25.

Port Arthur Division—Mattie Gray, \$50; Elizabeth Whately, \$25; Stella Clanan, \$25; Norbert Romero, \$50; Verlon V. McGee, \$25; Felton T. Hargrove, \$25.

Navasota Division—C. H. Muse, \$100; Dorothy S. Phillips, \$50; William Allen, \$25; Edroy Gaines, \$25.

Lake Charles Division—Charles M. Heichelheim, \$55; Mary M. Gauthier, \$12.50; R. A. Morris, \$7.50; Samuel Arceneaux, \$5; Henry T. Buckalew, \$40; Henry Legnon, \$20; Oray Hernandez, \$10; John R. Robin, \$25; Thomas J. Thayer, \$10; Ruby N. Shuff, \$5; S. R. Bono, \$15; Inelder Dudley, \$15; Leon Andrus, \$15; G. P. Handley, \$10; Virgie Papin, \$10; W. Garland Strong, \$5; M. L. Goodman, \$5; Verlie Gibson, \$17.50; G. J. Gilmore, \$10; William Sharp, \$7.50.

Baton Rouge Division—J. H. Derr, \$75; H. J. Desselles, \$50; John Warmack, \$25; M. C. Corkern, Jr., \$75; J. C. Stafford, \$60; Carl Harris, \$40; Gene M. Heard, \$25; LaRue B. Reid, \$50; Jeanette D'Arensbourg, \$25; Jackie Braud, \$25; Lloyd J. Ourso, \$25; George P. Guins, \$15; Irwin Fazende, \$10.



To stimulate added interest among dealers and salesmen, Gulf States offered a cash bonus plan during the recently-concluded sales campaign. Top man in total sales was M. A. "Chick" LeBlanc of Krause & Managan's appliance department, Lake Charles. Here GSU Residential Sales Supervisor Ernest Little (right) presents him with a \$570 bonus check for 57 range and water heater sales. Chick, a hustling ambassador for electric living, says, "Anybody can sell electric ranges if he wants to."

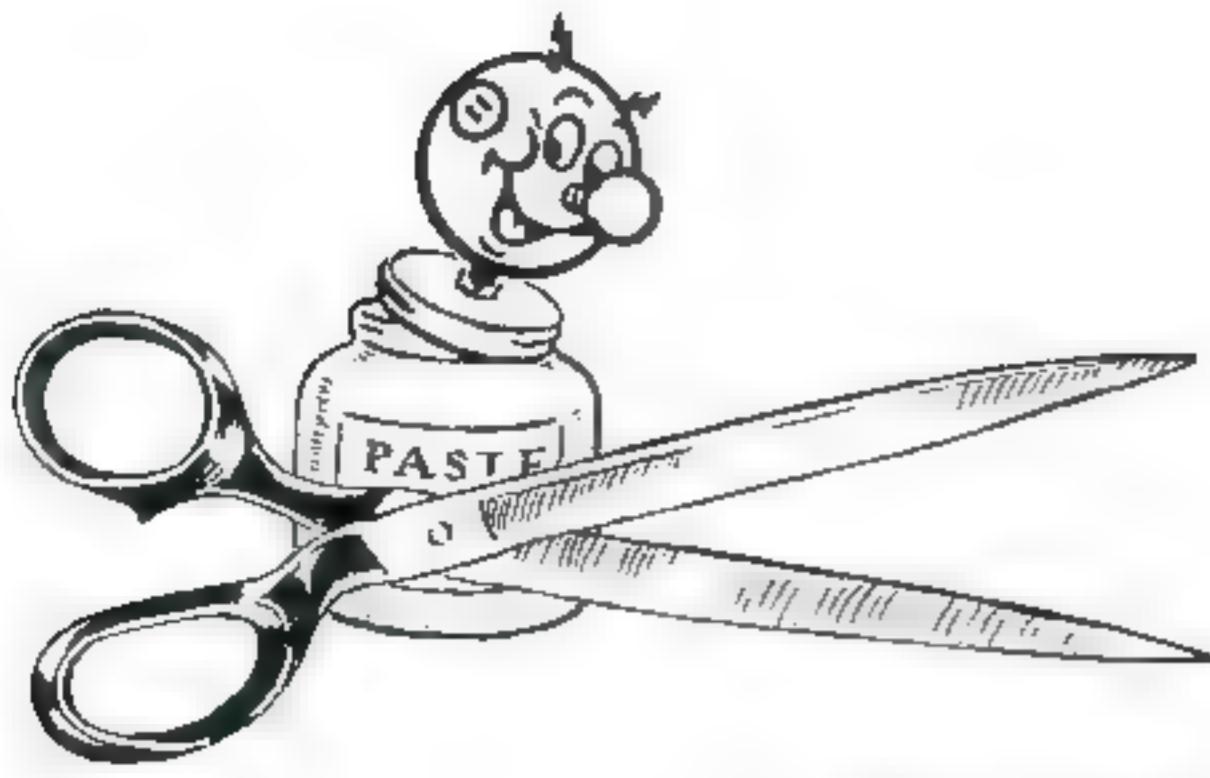
Now in Operation . . .

100TH HEAT PUMP!

A SIGNIFICANT MILESTONE has been passed by the commercial sales department. C. F. Contois, director of commercial sales, announced August 2 that the 100th heat pump had gone into operation in the Gulf States service territory.

"On July 21," he said, "W. E. Richard of Lake Charles turned in eight heat pumps which had been sold to customers in the Lake Charles Division." One of them was the 100th.

Mr. Richard and his supervisor, Fred Johnson, win hats for the accomplishment.



scissors and paste

FROM A PURELY economic point of view, power is an extremely minor item to most people. In 1952, the last year for which official figures are available, household electricity accounted for a trifle less than one per cent of average family expenditures. Its total cost was about half that of the national expenditure for tobacco, and less than one third of the national expenditure for liquor.

MT. MORRIS (N. Y.) ENTERPRISE

Those Hiding Taxes

YOU occasionally hear about hidden taxes, but, like all other concealed gimmicks, these things are hard to discover. That is, unless you do about five minutes' research, such as inquiring about your gasoline tax.

One of the clear-cut examples of hidden taxes came to light a few days ago when the corporation commission authorized an increase in electric energy rates to the Oklahoma Gas & Electric Co.

The total amount of the increase, as of present use, amounts to \$2,308,500 for the state at large, where this company operates.

Out of this sum the company will get less than half, for it will have to begin paying additional taxes of \$1,317,386 as soon as it collects the customers' bills.

In one way of speaking, the company gets blamed for hiking the electric rate to the amount mentioned above, but it really doesn't benefit that much—not half that much.

Putting the proposition in still another way, the company would not have been compelled to ask for half as much increase in rates if it were not for the taxes.

The increase in the cost of living during the past 20 years has been caused largely by vastly increased taxes.

Demagoggs who aren't particular about the truth will tell the voters that when taxes are increased on corporations or wealthy persons, it relieves the little man on the street just that much.

The peculiar thing about this formula is that precisely the opposite is true in most cases. The actual truth generally is that the tax is passed on to the ultimate consumer—that little man on the street. So it is that little man on the street who pays higher and higher taxes—the catch being that he may think that the additional money he pays for a commodity goes to the manufacturer or jobber or retailer. What really happens is that this manufacturer, jobber or retailer acts as a tax collector. He collects the levy on what the consumer buys and hands it over to the taxing power—the state or federal government.

OKLAHOMA CITY TIMES

THE IDEOLOGY OF TVA has given many people of the TVA region an attitude like that of insolent beggars. They do not ask the federal government to appropriate funds collected from taxpayers all over the nation for the special benefit of the TVA area—they demand it, with ominous threats of retaliation if the demands are not met.

The public power officials and lay enthusiasts of the TVA area are not satisfied with plugging for constant expansion of public power here. They run here and there about the nation, campaigning for socialistic power enterprises in other sections.

President Eisenhower was incorrect in calling the TVA "creeping socialism" only in that it is not "creeping"—it is galloping socialism.

CHATTANOOGA NEWS FREE PRESS

ANY GOVERNMENT, like any family, can for a year spend a little more than it earns. But you and I know that a continuance of that habit means the poorhouse.

Franklin D. Roosevelt
Speech, 1932

ADVICE TO DIOR on his new style for women: That kind of flattery will get you nowhere.

Pete Baird
New Orleans
TIMES PICAYUNE

THERE IS NO more reason for the Atomic Energy Commission to go into the production of electricity at this time than for the Agriculture Department to go into the production of fertilizer.

Senator Bourke Hickenlooper
(Republican, Iowa)

THERE HAS BEEN too much loose parroting of the slogan that, if the individual enterprise fails to provide jobs for everyone, it must be replaced by some one of the other systems that are around. The war has been a crucible for all of the economic systems of the world, for our own, for Communism, Fascism, Nazism, all the others. And the American system has outproduced the world.

Bernard Baruch and
John M. Hancock

A grocery carries at least 3,000 different items. A drug store or hardware store stocks more than 10,000 items, while the inventory of a large department store will include 500,000 items. According to the Chamber of Commerce of the United States, the reason for so many varieties and types of products is that no two families in America live exactly the same way or wish to buy exactly the same list of goods. Here is an important American freedom made possible by the nation's distribution system—freedom to choose what we buy.

★ At the time most automobiles are consigned to scrap, they are about 14 years old and have more than 120,000 miles on their speedometers.

To communists, a wage slave is any American who earns \$5,000 a year, drives his own car, owns a television set, and has a bathroom.

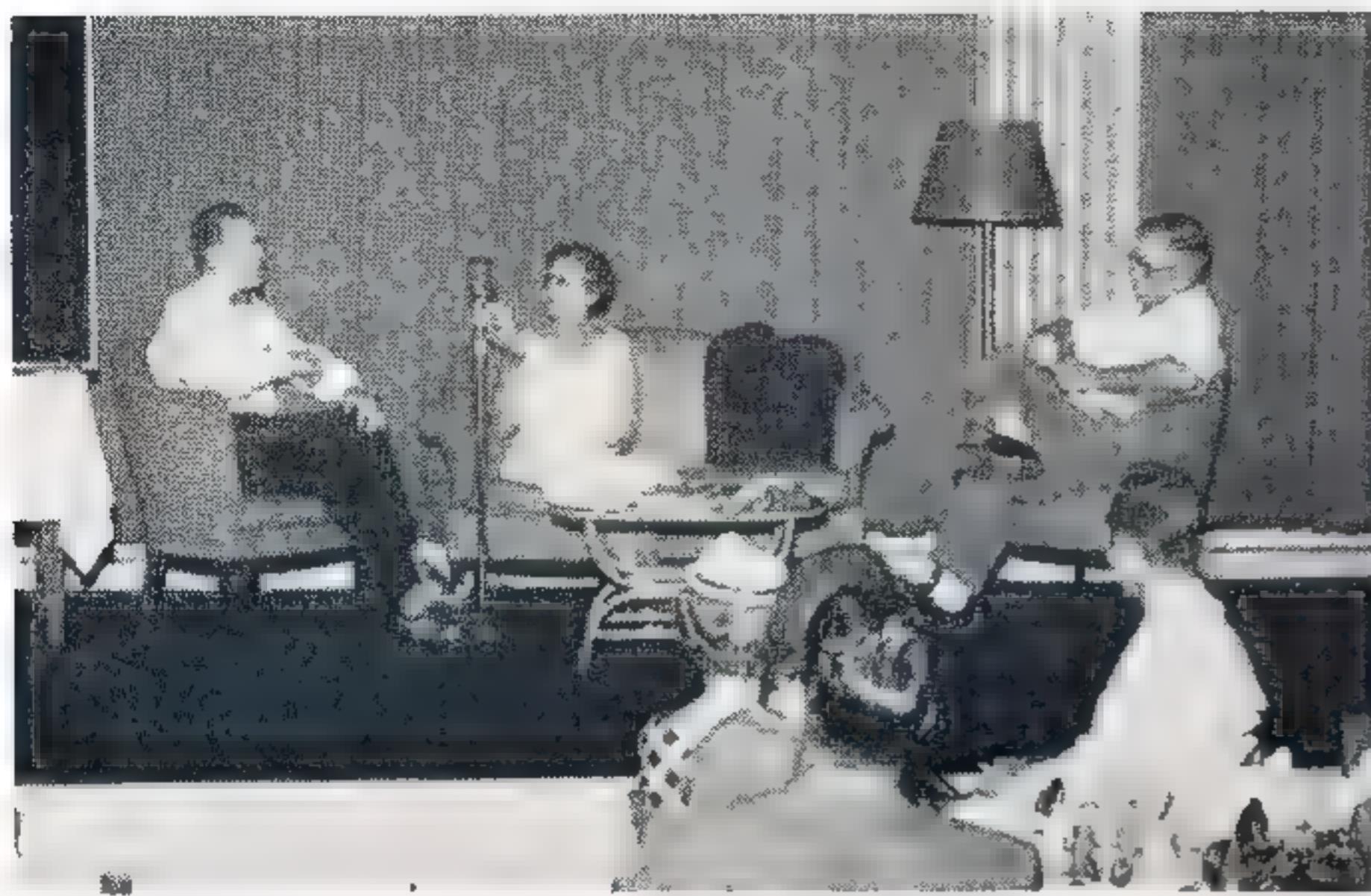
BANKING

From The Bible

For in Him we live, and move, and have our being; as certain also of your poets have said, For we are also His offspring.—(The Acts 17, 28.)

A deep and abiding consciousness of God should be with and within us each waking moment, and not just reserved for a certain day or a certain period of prayer. If we sought to know and to obey God's will in everything we do, say and think, how joyous and useful our lives could be!

Architects, Builders Learn About HEAT PUMPS



NEARLY 400 PERSONS attended the commercial sales department's informative and entertaining heat pump dinner meetings for architects, consulting engineers, builders and their wives in June and July. They were invited to be guests of the "all-electric living club of America," and the device they were interested in hearing about is fast becoming a true necessity for members of the "all-electric living club."

The meetings were held at Baton Rouge, Lake Charles, Beaumont (for Port Arthurans, too) and Huntsville (for Navasota Division). Heat pump and air conditioning experts from outside the Company, as well as Gulf States sales officials, took part. The audience was impressed with predictions by leaders in the air conditioning field that within 10 years, a home without air conditioning will be obsolete.

Home service advisor Frances Fuchs teamed up with J. B. "Pat" Bishop, assistant manager of residential sales, to act out a skit in which they portrayed "Mr. and Mrs. Cooper" — a couple who were considering the air conditioning requirements for their new home. A heat pump specialist from Gulf States (acted out by Don Cornell of Fanning Air Conditioning Sales) told them the heat pump story — even breaking down costs by means of figures on a flannelboard. Audiences got the facts just as if they had been visited in their homes.

In addition to Mr. Cornell, out-of-Company participants in the meetings included W. G. Cox, E. J. Guillory, and E. M. Richardson, all of General Electric. An added feature of the dinners was distribution of door prizes — a lady in Baton Rouge who won an electric frying pan liked it so well she bought an electric range a few days later.



Upper left—Wilmon Little poses with Howard Hornsby, a GSU residential sales representative (no kin to "Red" Hornsby). Wilmon's dad works at the Kaiser aluminum plant. Upper right—F. G. "Red" Hornsby, operations supervisor, represented one of the sponsors, Capitol City Kiwanis Club, and worked with starters and timers. Lower left—Wilson Shaffer, son of Gulf Stater E. W. "Gene" Shaffer, Jr., poses with his dad during pre-parade activities. Sponsor was Zammit's Radio and TV. Lower right—Gerald Pruitt, Residential Sales Superintendent Marcus Andrews and son Carl are seen with Reddy Kilowatt-Kar II. Mr. Pruitt works at Ethyl.

Reddy's

ROLLING

GULF STATES was well-represented at Baton Rouge's first official running of the Soap Box Derby, held July 10 at the Nesser overpass, about 10 miles south of the city on the Airline Highway.

Selected by the derby committee to represent the Company were Gerald Pruitt, 13, son of Mr. and Mrs. F. G. Davis, 2747 North 31st Street, and Wilmon Little, 13, son of Mr. and Mrs. R. D. Little of French Settlement. Two Gulf Staters had sons participating. They were Douglas Latimer of industrial sales, whose son's picture graced the front page of the Morning Advocate Sunday Magazine, and E. W. Shaffer, Jr., of the electric department, who is shown here with his boy.

All the youngsters ran good races, but there could be only one winner and he wasn't one of the four. It was good, clean fun, however, and warm friendships built up between fathers, sons and sponsors made it a day to remember.

Commercial Cooking

Sales Are

SOARING!

ON THE BASIS of concrete results, one of the brightest stars on the sales horizon in recent years has been electric commercial cooking. It seems to be getting brighter every month.

In 1948, Gulf States received \$5,400 in revenue from commercial cooking by electricity. Subsequent years saw it increase like this: 1949, \$20,100; 1950, \$40,980; 1951, \$61,350; 1952, \$108,690; 1953, \$164,730.

Projected figures for 1954 indicate that a revenue figure of \$5,400 for 1948 will have jumped to \$254,730 in just six years! In other words, it's between 40 and 50 times as great now. How come?

The main reason is that the public is beginning to realize the advantages electricity offers in a commercial kitchen, after years of spadework by manufacturers of equipment, dealers and utilities companies. Some of the selling points for modern electric cooking equipment in restaurants are the same as those pointed out to residential users. But there are others, too.

It's been estimated, for instance, that an electric fry kettle can save the restaurant operator \$30 or more in fat alone each month. At that rate, it will pay for itself in a few months time. (There's a highly successful fry kettle campaign going on now, by the way.) Similar advantages are found for electric equipment in appearance, length of service, coolness, fast action, accurate control of heat and compactness of design. Above all, it does a better, faster job cheaper.

Commercial cooking promotion in Gulf States comes under the commercial sales department, with detailed supervision by O. G. "Slivers" Floyd, director of industrial and commercial heating and cooking sales. He and the commercial sales personnel who promote use of the equipment are finding no limit to the number of potential customers — drive-ins, schools, industrial cafeterias and others, as well as restaurants and cafes. Anywhere you need large quantities of good food prepared economically and according to a timetable, the odds are the commercial sales department can help you.



One of Gulf States' top promoters of electric commercial cooking is Ralph B. Spafford of Beaumont, shown checking a brand-new installation (note dealer's tag still attached) at MacArthur Junior High School. Mr. Spafford has racked up an impressive total of sales in the cooking field. During August, no less than nine schools in his area were scheduled to place new electric cafeteria or snack bar kitchens in operation — MacArthur, Amelia, Saratoga, Daisetta, Hardin, Dayton, Lamar College (two here) and Chance. That doesn't include commercial eating-places that have added ranges, fry kettles, food warmers, etc.

newsreel briefs

THE DEEPEST PRODUCING oil well in the world has been completed in Iberia Parish, La., according to Humble Oil & Refining Company. It is located on the northeast flank of the Weeks Island salt dome. (The community of Weeks and the salt mine located there receive Gulf States service.) Total depth of the hole was announced as 17,637 feet, with oil flowing through perforations from 16,834-16,844 feet. Deeper wells have been completed as gas or condensate producers, the company said, but crude oil has never been found at such a depth.

ON JULY 27, Gulf States paid the City of Beaumont \$84,466 in street rentals for the coming year. Payment was made on the basis of gross receipts from the sale of electricity within the city during the year ending June 30. The sum represented an increase over last year's payment, which was \$79,641.

HOW CAN CITIZENS HELP their schools? Elsewhere in this issue, PLAIN TALKS presents a brief roundup of school progress and problems in our area, and that question may have occurred to readers. There is a booklet with that title which may be obtained from the National Citizens Commission for the Public Schools free of charge. Write BOOKLETS, Box 296, Radio Station, New York City 19, N. Y., and ask for booklet number 33. That's it.



Here are interior and exterior views of the Little Shamrock. Employees like its cool, quick-cooking kitchen equipment.

ELECTRICITY, as everybody knows, does a good job for restaurant operators. But it also can do a complete job, which is something lots of people overlook. Visit the Little Shamrock drive-in restaurant at Cleveland and you'll see a 100 per cent electric setup which proves that, for all practical purposes, electricity can do anything.

The Little Shamrock is owned and operated by Mr. and Mrs. H. E. McEwing. "When they moved to their present location in April of 1952," says commercial sales representative Frank Robinson, "Mr. and Mrs. Mac unlocked the door and threw the key away. They are open 24 hours a day. The only time the Little Shamrock has been closed has been on Christmas."

Mr. Robinson lists these electric units serving the McEwings' drive-in: A large range, broiler, dishwasher, complete set of Counterline appliances, 80-gallon water-heater, coffee-maker, toaster, 7½-ton air-conditioner, walk-in cooler, roll-warmer, two freezers and other boxes, including two ice-makers. Even the heating system of the Little Shamrock is electric.

The Cleveland couple believe in keeping informed of the latest and the best in restaurant management. They attend the National Restaurant Convention whenever possible; the last one they made was in Chicago. PLAIN TALKS bets they didn't find anyone there with better cooking equipment than they had back in Cleveland, Texas.

This One is

ALL ELECTRIC



Big range and fry kettle are heavy-duty kitchen units.

OLD PICTURES still are being requested by the advertising department for use in conjunction with Light's Diamond Jubilee. By "old," the department means prior to 1925 or thereabouts, as their files contain a reasonably large assortment dating back to that time.

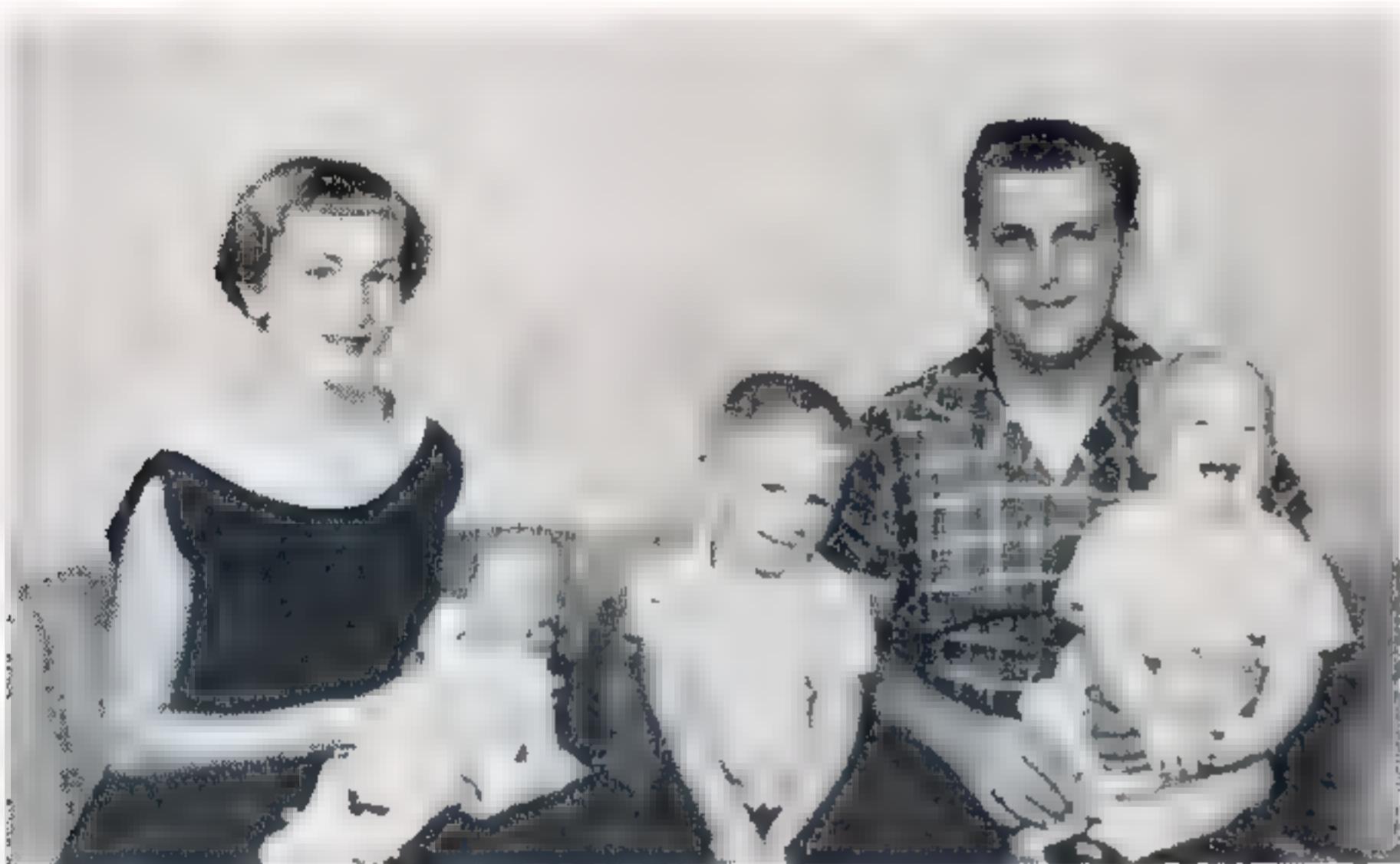
Subjects needed include plant facilities, personnel, early types of appliances, scenes of old-fashioned line construction and related things.

Identification or explanation should accompany each photo.

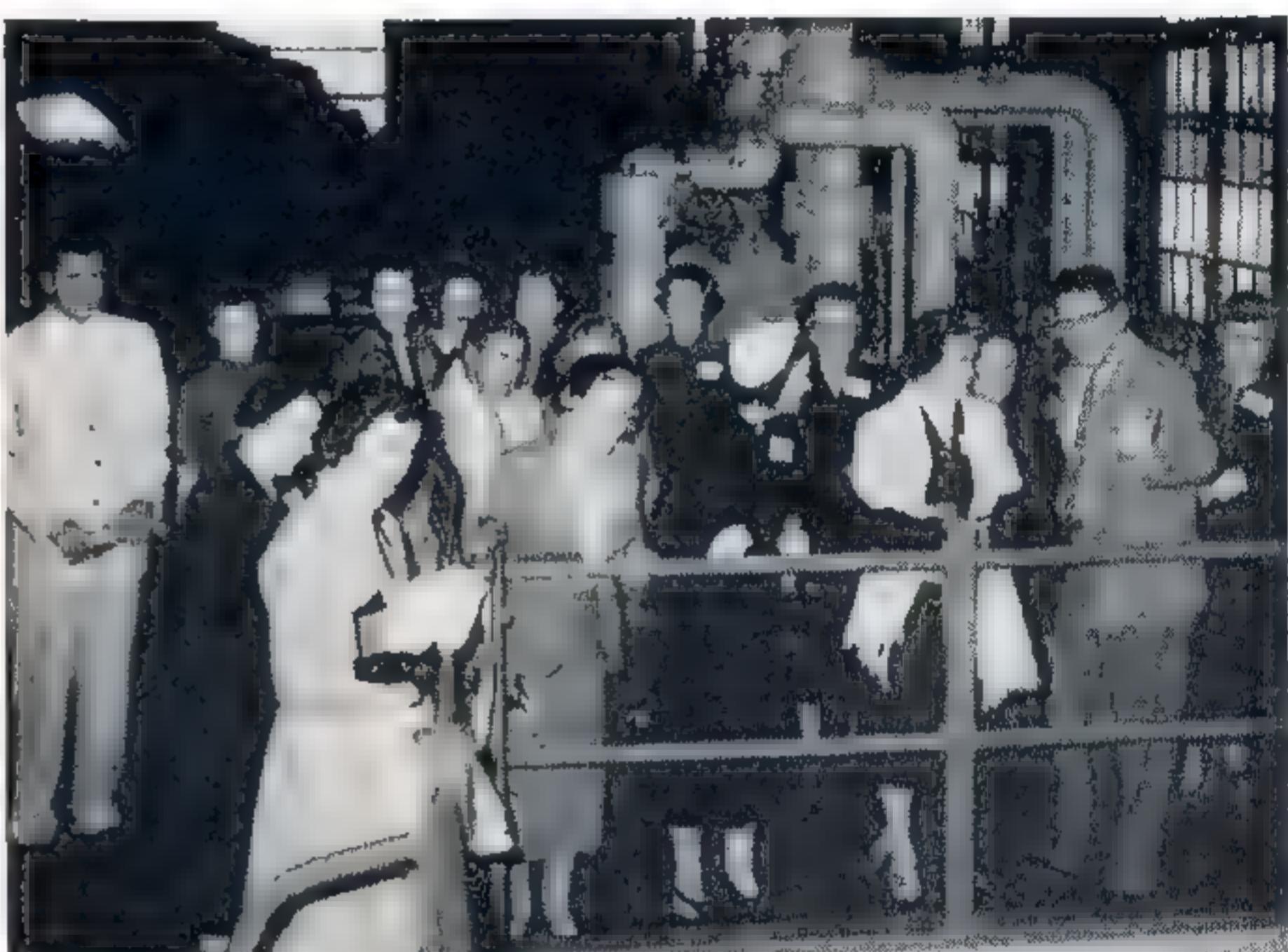
All pictures will be catalogued as to ownership and returned in the condition in which they were received.

You may mail pictures directly to PLAIN TALKS, or offer them to your supervisor to be transmitted to the advertising department.

ON PAGES 2, 3, 4 and 5 of this issue, PLAIN TALKS is "plain talking" about our schools. The article doesn't mention it, but our Company has had close liaison with schools and school people. Our farm representatives work closely with vocational agriculture teachers, giving help in such things as farm wiring. Many Gulf Staters (on their own time) spend hours in PTA work. The home service department considers their work with school home economics departments among their most important duties. At right is a GSU-designed home ec kitchen at South Park High in Beaumont. The whole Company joins in on occasions such as Business-Education Days. At right center you see Gandy Hall of Neches Station explaining how a modern power plant generates electricity. Guests are Beaumont teachers. Gulf States, like nearly everybody else in business and industry these days, figures our teachers and school administrators are mighty nice people to know. After all, we have a crop of youngsters coming up (see below), and the schools will play a big part in their growth into adults and citizens.



POSING FOR a family portrait shortly after welcoming a new daughter are Mr. and Mrs. Harold LaFosse. He's senior customer clerk in the billing department at Beaumont. With them are Harold, Jr., age three; Edmund Wayne, age one, and Theresa Lynne, age one month.



IT WAS ROUND-UP TIME on the Cowen ranch at Milligan, Texas, near Navasota, when this picture was taken by George Cannon. R. C. Cowen (truck-driver for the Na-

vasota storeroom) and his father sold about 150 head from the family's pasture land on the occasion. Gulf Stater Cowen is on the horse about to cross the tracks.



the Mailbag

Mrs. Annie Hebert*
Gulf States Utilities Co.
Port Arthur, Texas

Dear Mrs. Hebert:

Mrs. Mabel Turner, our Chief Operator, has told me of the wonderful job your Company is doing with respect to knowing the telephone numbers in the distant cities when placing your long distance calls.

A recent survey reflected that 97.8 per cent of your calls were made by number.

You are to be congratulated for the fine job you are doing in handling the calls placed by your company. Without your help I am sure this fine record could not have been accomplished.

As you know, your calls go through twice as fast when you know the telephone number, which means time saved by both your company and ours. Eventually Port Arthurans will be able to dial their own long distance numbers and it will be even more important that you know the telephone numbers of your friends and business associates in other cities.

Incidentally Port Arthurans are leading the State of Texas in calling by number. Keep up the fine work and if we can be of service in any way, let us hear from you.

Sincerely,
R. M. Lloys, Manager
Port Arthur Office,
Southwestern Bell
Telephone Company

* Mrs. Hebert is the Gulf States PBX operator in Port Arthur.

August 23, 1954
2420 South
Beaumont

Gentlemen:

This note is in grateful acknowledgment of the courteous and thoughtful gesture extended by your serviceman today in removing our clothes from the line just previous to the downpour.

If you can find the one who did this today, will you thank him for me for his gallant "service above and beyond the line of duty"? He left the enclosed GSU card* on top of the basket of clothes. Thank you.

Mrs. Robert W. Simmons

*Ed. Note—It was a request for service card. The Gulf Stater was John F. Miller, Jr., of the collection department.

I. C. Moore Retires

IRA C. MOORE, Gulf States local office clerk at Madisonville, retired from active service August 1 following a career with the Company that dates back to 1929. Mr. Moore, a native of Tobacco Port, Stewart County, Tenn., joined Gulf States in that year as a utility clerk at Beaumont.

Previously, he had been a school teacher in Tennessee and had been employed by Georgia Power Company between 1919 and 1928. Shortly after going to work for GSU at Beaumont he was transferred to Caldwell as cashier. In 1936 he was recalled to Beaumont as traveling cashier, and the following year transferred to Madisonville as local office clerk.

To Mr. Moore, who marked his 65th birthday in July, PLAIN TALKS and his fellow Gulf Staters wish a long and happy retirement.



I. C. MOORE



Mr. and Mrs. Walter Benjamin (Baton Rouge residential sales) for the birth of a daughter, **Laurie Leigh**, August 3.

Mr. and Mrs. J. R. "Sonny" Braud (Baton Rouge electric), for the birth of a son, **Michael Ray**, July 20. Sonny is the son of Jessie Braud, residential sales. Next year Jessie will have 20 years and Sonny will have 10 with Gulf States.

Mr. and Mrs. Van Leverett (Riverside Station) for the birth of a son, **Mitchel**, July 28.

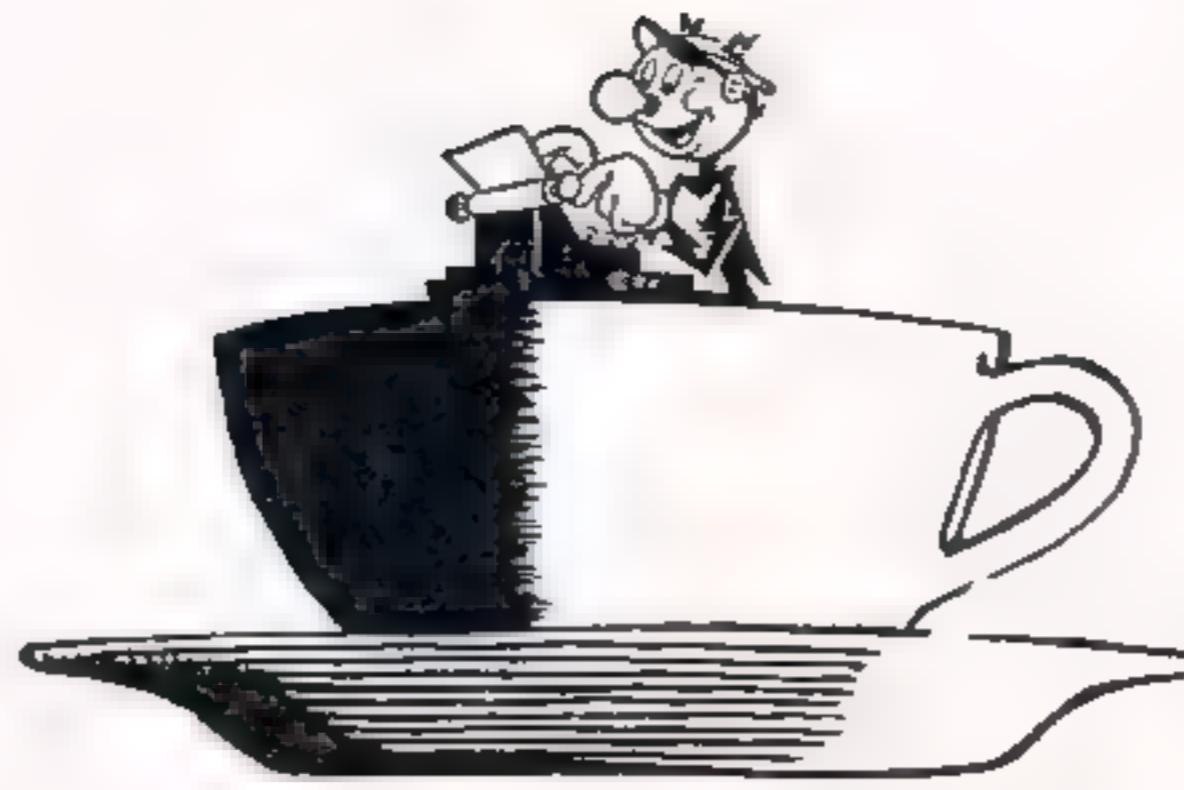
Mr. and Mrs. Charles F. Morrison (Beaumont residential sales) for the birth of a son, **Francis Joseph**, August 4.

Mr. and Mrs. Tom Whiddon (Beaumont personnel) for the birth of a son, **Terrence Stephen**, August 7.

Mr. and Mrs. Harold LaFosse (Beaumont billing) for the birth of a daughter, **Theresa Lynne**, July 21.

Mr. and Mrs. Virgil P. Braud (Louisiana Station) for the birth of a son, **Kerry Lynn**, July 7.

over the COFFEE CUP



Baton Rouge

Miss Magda Mae Westh, daughter of Mr. and Mrs. W. Valdemar Westh, became Mrs. Edwin Aiken Bowman July 31 at the First Methodist Church in Baton Rouge. She was pictured in last month's PLAIN TALKS. Mr. Westh is a long-time Gulf Stater at Louisiana Station . . . Robert A. Giroir, Louisiana Station employee who was severely injured when struck by a Scotlandville bus April 19, is out of the hospital and back on the job, friends and fellow-workers are happy to report. Young Mr. Giroir suffered hip and internal injuries, and the latter have been slow in healing.



Dick Landry

Port Arthur

Customers visiting the sales floor at Port Arthur nowadays are greeted by a new face — she's Virginia Vincent, floor saleslady trainee . . . Dick Landry's vacation trip this summer included a visit to the U. S. S. Constitution, better known as "Old Ironsides," at the Boston Navy Yard.

Virginia Vincent



GET THE FACTS when you're using the telephone — if you want to avoid embarrassing experiences like this one. A young lady in Baton Rouge's electric service department received a call from a man who asked if Gulf States repairs electric ovens.

Thinking he meant an electric roaster, she said, "Yes, but of course you have to bring it in to our appliance repair shop."

He did. He brought the oven (and the electric range that went with it) to the shop on the back of a truck. Since Gulf States isn't in the range repairing business, he was unhappy. Moreover, it turned out that he isn't even on Gulf States lines.

As Detective Friday is prone to say on *Dragnet*, "Just give us the facts, Ma'am."

Orange

Margie Bell is back on the job after a successful appendectomy . . . Mollie Matthews, accounting, was seriously injured in a car accident and was scheduled for four or five weeks hospitalization . . . Virginia Suggs and Bess Howard are among those reporting successful vacations. "Gin" drove to New York City and took in all the sights . . . A large group of employees and their families got together July 4 for an all-day affair. The boys did a fine job barbecuing chickens and a great time was had by all.

All office employees got together for cake and coffee in honor of "Chief" Meeks' birthday. The cake had one candle because we couldn't find out the true number to put on it . . . Patsy Adkins, engineering, has returned from her vacation in West Virginia; said she loved the trip and scenery but really got homesick for Texas . . . Ollie Schultz of the T & D department and his family have returned from a vacation in Arkansas . . . Paul Boudreau, production, also enjoyed a recent vacation trip this summer.

Beaumont

Vacations seem to be the main news item at Neches Station . . . R. H. Henekel and family took a trip to Albuquerque, N. Mex., to visit with daughter Margie . . . Anita Singleton and her husband vacationed in Mexico . . . G. G. Hall visited in San Antonio and New Braunfels . . . A. J. Breaux, H. T. Henricksen, R. D. Hereford, J. E. Gamme and C. R. McGrew also have been vacationing recently . . . M. T. Coltharp, son of J. B. Coltharp, is working at Neches Station the remainder of the summer. He'll return to Texas University in September.

Elsie Davis, steno in industrial sales, vacationed this summer in Havana, Cuba . . . Mary Lilyerstrom enjoyed an auto tour through the "wide open spaces" after attending the national convention of Business and Professional Women's Clubs in St. Louis. She reported the high point came when she saw the Passion Play staged at Spearfish, S. Dak. She also visited Yellowstone National Park . . . Home service advisor Thelma Carson spent her vacation in Denver with her mother and sister, visiting Central City, Echo Lake, Evergreen and other scenic spots in the mountains . . . Delpha and Howard Mack, of industrial sales and system engineering, spent their vacation on the Gulf . . . Home service advisor Frances Fuchs enjoyed a trip to California this summer.

Ruth Stine, corporate department, wrote back to Beaumont during her vacation, sending a postcard of the Will Rogers Shrine of the Sun on Cheyenne Mountain, near Colorado Springs, Col. "Sure having a swell trip," she said in her message to **Lola Martin** of the sales department, adding, "Nice and cool," which is exactly what Beaumont was not, at the time . . . **Norma Carlisle** is in the personnel department now that **Susie Stuart** has moved down the hall to become secretary to Operations Manager **R. E. Cargill** . . . **Minnie Wilbanks** moved from the T & D department at the service center to become secretary to General Sales Manager **E. L. Robinson** . . . **Bennie L. Gallien**, junior engineer in the T & D department, has left for military service.

Mildred Taylor, popular sales department steno, left Gulf States to accompany her husband in work at Lamar College this month . . . **Mary Ann Minton** of customer accounting, sister-in-law of **Helen Minton**, has resigned to attend the University of Texas . . . Former employee **Moselle Landry**, niece of **Lola Martin**, has moved back to Beaumont now that her husband has been sent to Korea by the Air Force. She visited the office to see old friends.

Home service advisors occasionally get odd requests about recipes, cooking tips and other household matters, but Home Service Director **Leonora O'Neal** was contacted by the Beaumont Journal's **Bob Aldridge** on what might have seemed like one of the oddest—How do you make watermelon juice? Of course, he was interested in telling readers how the juice can be prepared and frozen, so that if a doctor prescribes it for a child suffering from a kidney disorder (as has happened on a number of occasions in the past) it will be available. Mr. Aldridge's column discussed the possibility of something like a blood bank of frozen melon juice, and it looks like Beaumont is going to have one.

new cooling water intake, but her gain is a fisherman's loss as the midriver dock was torn out . . . No. 4 transformer bank is in service now 69 Kv to 138 Kv, tying 69 Kv bus to 138 Kv bus and making voltage control easier.

weeks vacation in Colorado . . . **Narcis Arledge**'s husband, **Billy**, is back from Africa, and they spent a two weeks vacation in Texas.

Accounting

Welcome to **Fay Sheppard** and **Jean Coleman**, new employees in the accounting department . . . Leaving us this summer was **Peggy Derouen**, who was married to **James Lenamon** June 7. They are living at Falfurrias, Texas . . . **Ada Eidom** and husband, **John**, are settled in their new home at 730 West College . . . **Mildred Nunez**' husband, **Gabe**, is back in Veterans Hospital at Houston. We all extend best wishes for an early recovery . . . **Jeanne Johnson** is back at work after a brief stay in the hospital. She underwent minor surgery.

Highlights of vacation-time this summer include these—**May Thomson** of the credit department spent three weeks in Arizona and California . . . **Elaine Turnley** and her husband, **Ed**, had a glorious two weeks in New York City . . . **Elouieese Akins** and her husband, **Joe**, took their daughter, **Dorothy**, to St. Louis, where she is working on her master's degree in the university . . . **Geraldine Chesson** of the credit department visited friends in Wisconsin for two weeks . . . **Betty Query**'s husband, **Bob**, returned home from the navy and they spent two



W. W. Pharr

Caught by the camera during a Saturday morning visit to Riverside by **PLAIN TALKS** is head fireman **W. W. "Casey" Pharr**.

(Continued on next Page)

Navasota



Beards and mustaches grown by Navasota Gulf Staters for the Centennial celebration last month are sported by **J. M. Sullivan**, **Clyde Boles** and **Harlan Stabler**.

over the COFFEE CUP

(Continued)



Mr. and Mrs. Charles Reifsneider

This is the former **Gail Foreman**, daughter of **Lucina Ory**, Lake Charles accounting, and her husband, **Charles Reifsneider** of Baltimore, at the reception held after the wedding July 3 in Lake Charles.

Huntsville

Word about **Gean Cawthorne**, who has been ill for some time (his address is P. O. Box 2003, C/O State Tuberculosis Hospital, Ward A 3, Tyler, Texas), was passed on by **E. E. "Cotton" Kaltwasser**. Mr. Cawthorne was reported under surgery for several hours July 31 and underwent numerous blood transfusions. Although he was said to have suffered considerable pain, **Mrs. Cawthorne** indicated her husband's condition was improving at the time the letter was written, shortly after the operation.

Meet **Terry** and **Bobby Elliott**, aged two and five. They are sons of **Volz** and **Johnnie Faye Elliott**, who are Gulf Staters at Huntsville and Trinity, respectively.



Here's a picture of the Navasota line crew not long after **Marvin Sigler** (far right) was made line foreman. From left are **John Sebastian**, **Curtis Gideon**, **Louis Patterson**, **E. L. Butler**, **Ernest Singletary** and **Emery Shoad**.



FOR distinguished achievement in
Annual Reporting for
6 consecutive years and
in recognition of the Excellence of
its 1953 Annual Report to Shareholders.

PRESENTED TO

Gulf States Utilities Company

BY THE

FINANCIAL WORLD

America's Premier Investment Weekly

THIS IS TO CERTIFY that the 1953 financial statement of the above company was judged as among the most modern from the standpoint of content, typography, and format of the 5,000 annual reports examined during 1954.

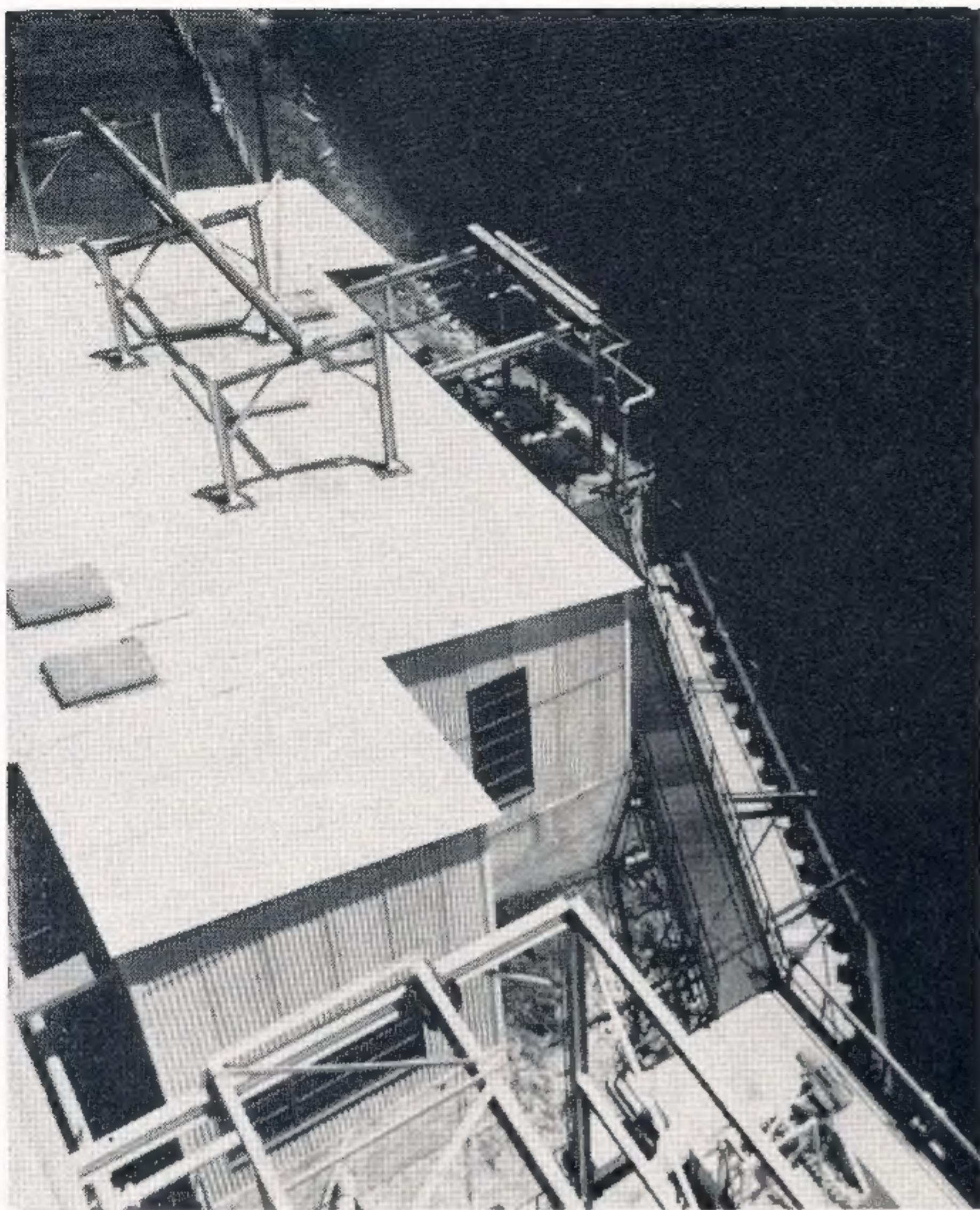
Henry D. Gauthier
Editor

Wesley Smith
President
Editorial Director, Annual Survey

The 1953 annual report of Gulf States has received special recognition in the form of a "Merit Award" from the magazine "Financial World," which annually sponsors the examination of 5,000 annual reports. This is the sixth consecutive year that Gulf States' Report has achieved a "Merit Award."

★ Having your palm read may not be much help in charting your future but, according to a New York doctor, the lines in your palm may give a clue to anemia. Ordinarily these lines are a pinkish hue and remain that way no matter how pale the surrounding skin becomes. If you're anemic, however, these lines lose their color, the physician said. In an examination of 1,500 patients he found that the pink color in the palm lines had disappeared in more than 90% of patients with severe anemia, and remained in 99% of the non-anemic.

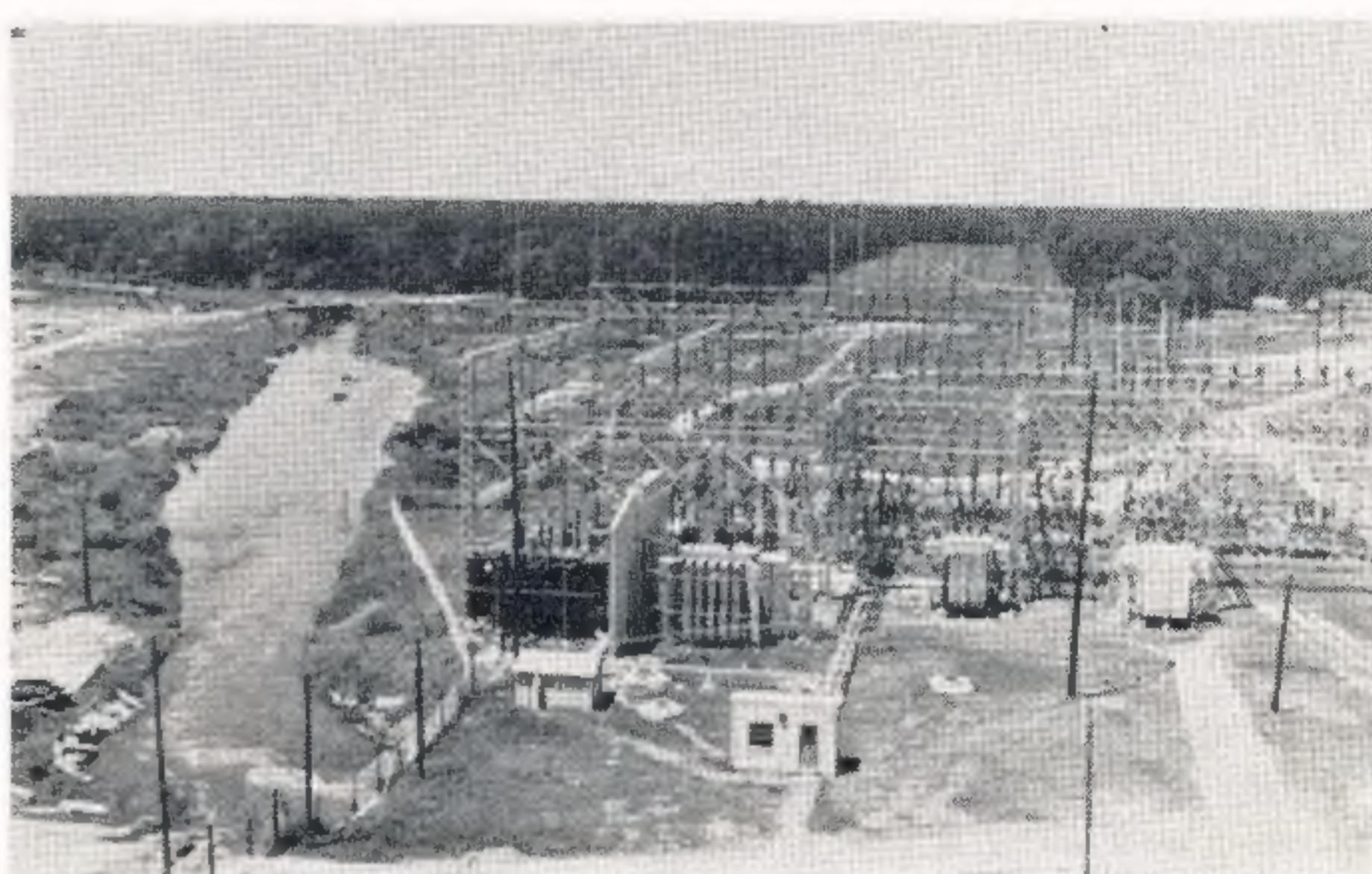
★ Children should be told the facts of death, according to one mental health specialist, by an explanation of its physical nature rather than by flowery parables. At a very early age the child knows that death is inevitable from his contact with dead animals, birds and insects, the doctor pointed out — "he merely needs help fitting the physical fact of death into his total scheme of things." It should be made clear to the child that death is "the natural end to life for all living things, an end to feeling and movement," and he should be told when someone he knows dies.



Lake Charles production men at Riverside Station say generator "Maude" has been having a more comfortable summer of it since the new cooling water intake (shown from above) went into operation.



Here's a recent view of Riverside Station, taken from a point not often chosen by photographers.



Looking from the roof of the plant, you can see water discharge and new transformers (black ones).

What's a DOLLAR GAP?

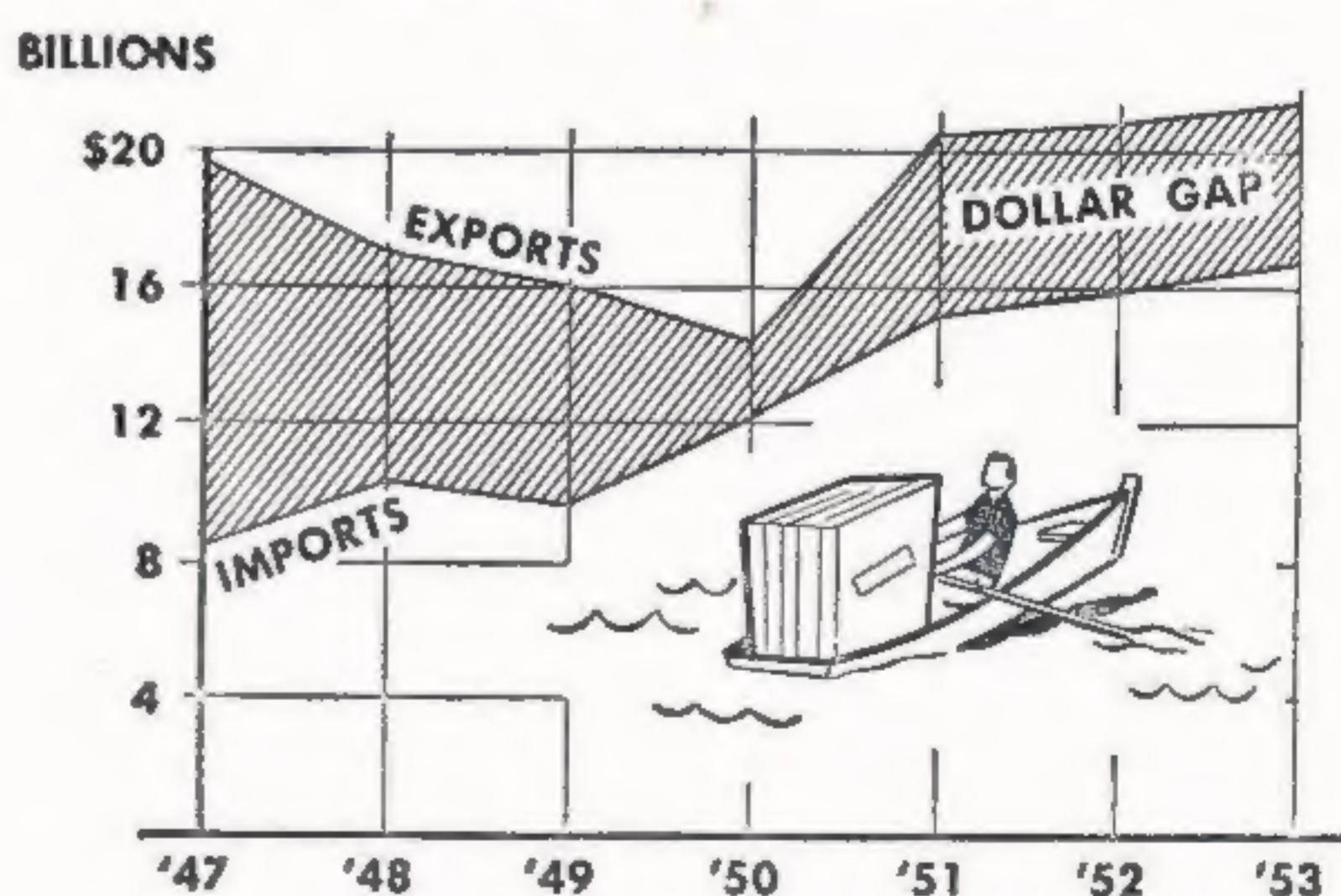
FOR MANY YEARS the U. S. has exported much more than it has imported. This surplus is what is familiarly known as the "dollar gap." Actually the dollar gap represents our economic surplus with much of the rest of the world; in the same manner, it represents their deficit with us.

The dollar gap was at its height of \$11.5 billion in the postwar year of 1947. From 1946 through 1949 the annual gap never fell below about \$6.5 billion. One reason was the wartime destruction and disorganization in many foreign countries which reduced the amount of goods available for export to us.

By 1953 the gap had narrowed to about \$4.7 billion, and if one subtracts military aid of about \$4.3 billion from this figure, the actual excess of commercial exports over imports would be only \$400 million. It would seem logical to eliminate military aid from our export statistics since it represents loans and gifts to foreign countries for mutual defense and should not be considered a commercial export in the strict sense of the term.

Among reasons for narrowing of the dollar gap are increases in production in Western Europe and attempts by some foreign countries to improve their international position by imposing restrictions on imports from the U. S.

UNITED STATES EXPORTS AND IMPORTS OF GOODS AND SERVICES



Prepared by NAM Research Dep't. from U. S. Gov't. Statistics

SERVICE AWARDS

20
YEARS



G. F. Brill
Production
Beaumont



J. R. Braud
Distribution
Baton Rouge

10 YEARS



Virginia M. Harrison
Accounting
Baton Rouge

30 YEARS



E. P. Madigan
Engineering
Beaumont

*Plain
Talks*



REPORTERS

BATON ROUGE DIVISION

Frances Gross	Accounting
Virginia Yarbrough	Electric Dept.
Marion Brown	Louisiana Station
Norma Alford	Sales
Billie Pickett	Gas Dept.
Margie Force	T & D

BEAUMONT DIVISION

Lola Martin	General Office
Mary Helen Kellam	Customers Acc'ts.
Tom Stiteler	Line
Jerry Watson	T & D
Betty Neville	Neches Station
Reba Willey	Orange District
Johnnie Bylsma	Silsbee

A
TIMELY
TIP!



SYMPATHY
... is extended to

Allie Gloria, Lake Charles cashier,
whose husband, Ernest, died July 13
after a long illness.

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur Division
Lorraine Dunham	T & D
Elizabeth Whatley	Nederland & Port Neches

SPOON DOLLS

Ice cream spoons, pipe cleaners and crepe paper are all the materials you will need to make the little fashion models in Figure 5. Think of the fun you can have putting on a style show with these dolls!

Use crayon pencils to draw a face on each wood spoon. Then, as in Figure 2.



FIG-1

FIG-2

twist a pipe cleaner around the spoon for arms.

For the dress cut a piece of crepe paper 10 inches with the grain of the paper and 11 inches across the grain (Figure 3). Paste the two 10-inch edges together to form a cylinder 10 inches high.

Put the handle of the spoon inside the cylinder with only the head of the doll showing at the top. Gather the paper around the waist and tie it with thread.

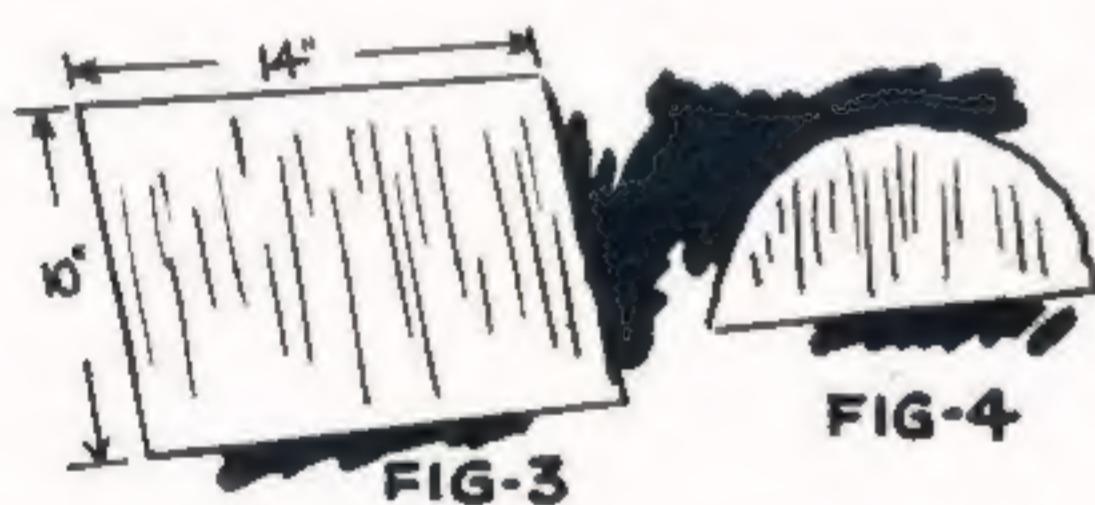


FIG-3

FIG-4

About two inches of paper should be above the waist for the top of the dress. Bring the arms down inside this fullness to create the effect of flared sleeves as in Figure 1. Paste the edges of the paper together at both sides of the doll's head.

Turn about two inches of the crepe paper under at the bottom of the skirt.



FIG-5

This will make the dress stiff enough to hold the doll erect.

For the hat cut crepe paper to the shape shown in Figure 4 and draw it over the top of the doll's head.

FUN FOR BOYS AND GIRLS

* A TREASURE CHEST OF THINGS TO MAKE AND DO *

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FILL IN THE BLANKS TO SPELL THIS BOY'S NAME

WHAT'S MY NAME?



You will spell out the first name of the boy in this picture if you fill in the blanks with the proper letters to complete words that are the names of things the boy can do. The correct answer is printed on this page, but don't look until you've tried hard to fill in every blank properly.

HOW TO MAKE A WHISTLE

By CAPPY DICK, Author of "The Stay At Home Book"

A willow whistle is easy to make and it'll produce a very satisfactory sound when you blow it. Use it to signal to your friends!

Get a stick of willow about half an inch thick and five inches long. It must have the bark on it. With your pocket-knife cut a notch in it about an inch and a half from one end. Cut a curved



FIG-2

section from the opposite side of the same end. These cuts are shown by the dotted lines in Figure 3.

Next, carefully remove the bark from the stick. Do this by tapping the bark gently with the handle of your knife all around the stick, then clench your fingers around the bark and work it loose so you can slip it from the stick. This

is surprisingly easy to do as you will discover when you try it.

When you have done this, enlarge the notch in the stick somewhat, then, as shown by the dotted line in Figure 4,



FIG-3

FIG-4

shave off the top of the stick to make it flat directly above the curved end.

Finally, slip the bark back on the wood, completing the whistle as in Figure 2. The whistle is now ready to blow.

The area of the wood which you shaved flat will allow your breath to pass into the whistle and down into the notched portion. This will produce the piercing sound that you will hear.

ANSWER TO PUZZLE

The name of the boy in the picture is Alfred.

GARAGE



"There must be SOMETHING wrong with it. It keeps hitting things."

IT'S THE HUMAN ELEMENT

NO, LADY, there isn't anything wrong with it. What's wrong — pardon us for mentioning it — is under that new hat you're wearing. The records show pretty clearly that mechanical failure of cars and trucks rarely causes wrecks. The national average last year was that 98 per cent of the accidents involved vehicles in apparently good condition.

Gulf States accident experience with motor vehicles on streets and highways bears this out. It's simple, everyday human negligence that causes wrecks. Day-dreaming, driving too fast for conditions, failure to look and see if another car is approaching an intersection, following too closely

behind someone . . . these are some of the more common causes.

Stay alert and use your head. Your chances of an accident will be pretty slim. Gulf States has too many employees who have driven Company vehicles year after year without denting a fender for that not to be true.

Every time the public sees a familiar olive-and-orange GSU vehicle in an accident, we all get a black eye, so to speak — not to mention the question of danger to life and limb, or the cost of an accident. "Dependable Public Service" means a lot of things, among them responsible Gulf States drivers on the highways.